BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

Ho... School

In these war times people turn their thoughts to home and fireside; to God and church; to schools and plans for an informed citizenry. These are the needs of everyday family living.

WLS meets these needs. "The Home Front" broadcasts every Saturday night tell what ordinary folks are doing for the war. To meet the spiritual hunger which war has brought to many families, WLS broadcasts daily "Morning Devotions" and Sunday "Little Brown Church" programs, both conducted by our own staff pastor. Looking ahead to victory and peace, we must prepare an informed citizenry. Radio must share this obligation. So WLS continues its daily classroom feature, "School Time."

Thus WLS, long identified as "One of the Family in Midwest America," continues to fill these needs. And in so serving Midwest families for 19 years, WLS has gained their confidence . . . a confidence that extends also to advertised products associated with our name.

WLS

The PRAIRIE FARMER STATION

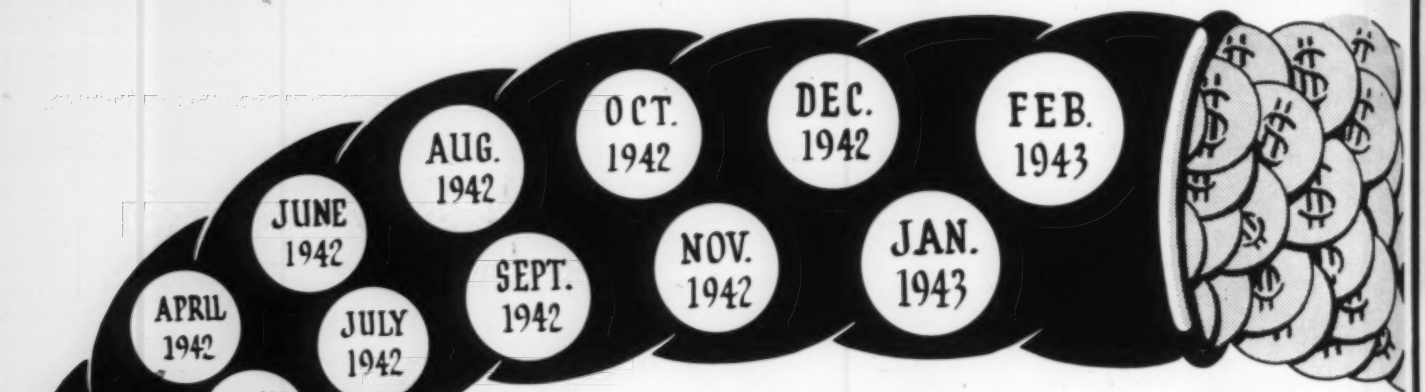
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

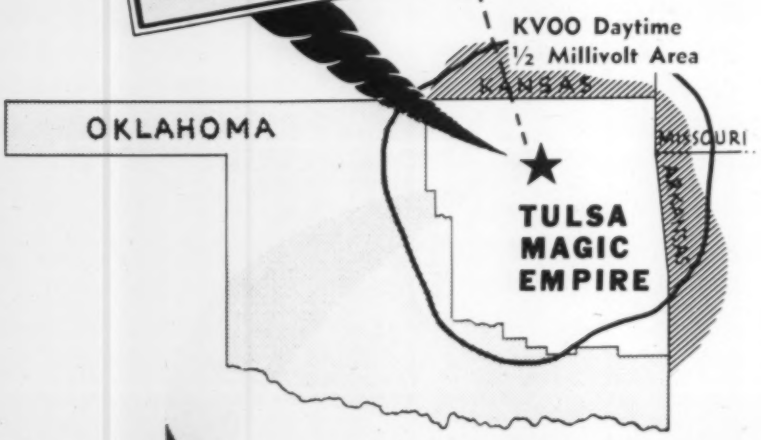
AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL



Tulsa and its Market Area "In the White" for 15 CONSECUTIVE MONTHS . . .

On Business Conditions Map of Nation's Business

For 15 consecutive months—December 1941 thru February 1943—Tulsa and its northeastern Oklahoma Magic Empire Market has stayed "in the white" (above average) on the *Nation's Business* Magazine map of business conditions. It is one of the but four or five areas in the entire country to be so consistently rated. It is definitely an "above average" market.



OKLAHOMA'S NO. 1 PERMANENT GROWING MARKET

A 1943 War-Time Must

This No. 1 permanent market is a war-time must because it is an established high level income market plus $200,436,000 extra annual payroll created by war projects. Concentrated in but 1/3 of the state's area it is truly Oklahoma's Richest Market. It has:

- **47.4% of Oklahoma's Retail Sales** (Source: Oklahoma Tax Commission)
- **51% of the bank deposits in Oklahoma** (Source: Survey by First National Bank of Tulsa)
- **52.2% of Postal Savings in Oklahoma** (Source: U. S. Post Office)
- **46.5% of Effective Buying Power in the State** (Source: Sales Management Survey of Buying Power, 1942)

KVOO, Tulsa, Oklahoma

50,000 Watts Day—25,000 Watts Night 1170 Kilocycles

Edward Petry & Co., National Representatives

BLANKETED Only By OKLAHOMA'S MOST POWERFUL STATION

XUM

Command Performance, USA!

Nationally famous for 17 years—the only continuous four hour show in America—the only complete program made into a motion picture—preferred by five out of six listeners to any other Saturday night show—and now a command performance U. S. A.!

What is it? Why it's the original Grand Ole Opry, of course. Not just from the South, not just from the States, not just from North America, but from all over the world, from American fighting men and from America's Allies came the request—"Give us the Grand Ole Opry!"

The WSM talent staff, producers of the Grand Ole Opry and four other network shows, winners of 3 showmanship awards, can produce any type show for any product or audience.

Whether you want to sell to a market whose manufactured products have increased in value 338 per cent faster than the entire nation in the past half century or to keep your brand name alive in a market that has enjoyed 42.8 per cent of the nation's population increase in the past 10 years, choose the South, WSM and WSM talent—for a "command performance" in results.

HARRY L. STONE, Gen'l Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

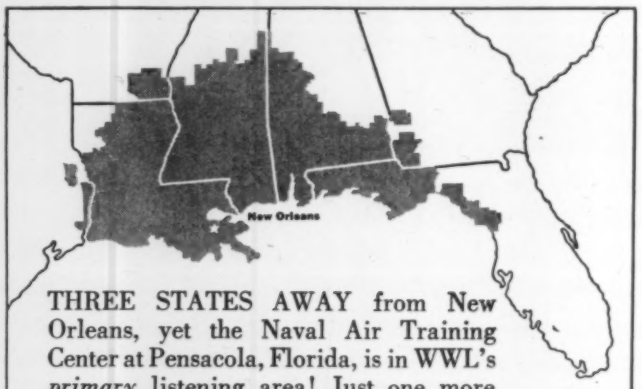
(Official U. S. Navy Photograph)

"Annapolis of the Air"

AT PENSACOLA, FLORIDA

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's *primary* listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • No. 13 MARCH 29, 19

CONTENTS

Radio Donates To OWI	9
Davis Praises Media Cooperation	9
Petrillo Delays Disc Meeting	10
Don Searle Named KGO Manager	10
48-Hour Week Adjustments by April 1	10
McNutt Asked To Clarify Labor Stand	11
IBEW To Admit Women	11
WPB May Revamp Battery Output	12
Kyser Decision Hints More Talent Inductions	12
Peabody Awards Announced	14
Programming On NAB Agenda	16
FCC Abolishes War Problems Division	18
Paley Praises Net-Client Cooperation	20
WALB Hearing To Atlanta	20
WPID, Petersburg, Va., To Quit	22
Foreign Language Vigilance Remains	26
Only Vital Technical FCC Men Deferred	30
Radio Headaches In Army	54
CBS Full-Net Discounts	55
FCC Questionnaires Up For Review	58

DEPARTMENTS

Agencies	40	Merchandising	28
Agency Appointments	53	Network Accounts	56
Behind the Mike	34	Personal Notes	33
Buyers of Time	41	Radio Avertisers	43
Classified Advertisements	57	Station Accounts	42
Control Room	38	Studio Notes	39
Editorials	32	We Pay Respects	33
FCC Actions	56	Hix Cartoon	58

Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

A better buy is KFAB. Fits perfectly over the farm and small town markets throughout Nebraska and her neighboring states. Won't pop a runner in anybody's advertising campaign. For sheer profits, get KFAB to give you a "leg up" in this midwest area. We're rationing some of our time—but there are still good availabilities left, for you.

DON SEARLE—Gen'l Mgr.

Ed Petry & Co., Nat'l Rep.

KFAB

LINCOLN

A MEMORANDUM TO YOUR SALES DEPARTMENT

The programs of the ASCAP Radio Program Service are built for sale... and they sell. Written by an experienced staff familiar with the script and sales problems of the small and medium sized radio station, these shows are turning *music costs* into *music profits* in every part of the country.

If you are an ASCAP-licensed station, this service is provided to you without cost. Almost seven hundred stations are already making profitable use of it.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

EAst 4390

BRidge 3424

WTMV

"the home folks station"

Broadview Hotel
East St. Louis, Illinois

January 11, 1943

ASCAP
30 Rockefeller Plaza
New York, N. Y.

Gentlemen:

We are pleased to report that your new series, "Marching to Music" was purchased by the first sponsor to whom it was submitted.

The Seidel Apparel Company of East St. Louis liked the program so well that they have signed a contract for one year. So we have placed you directly on the spot to continue this series for an additional thirty-nine weeks.

Also you may be interested to know that the sponsor -- a ladies fashion shop -- liked the program so well that they are using it in a fifteen minute period each day rather than in the ten minute period for which it was designed.

Congratulations on the excellent script!

Sincerely yours,

Carlin S. French

Carlin S. French
President

CSF:R

NEWS EVERY HOUR ON THE HOUR

Say it W

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XUM

t With Forget-Me-Nots

AND FORGET-ME-NOTS ARE BLUE!

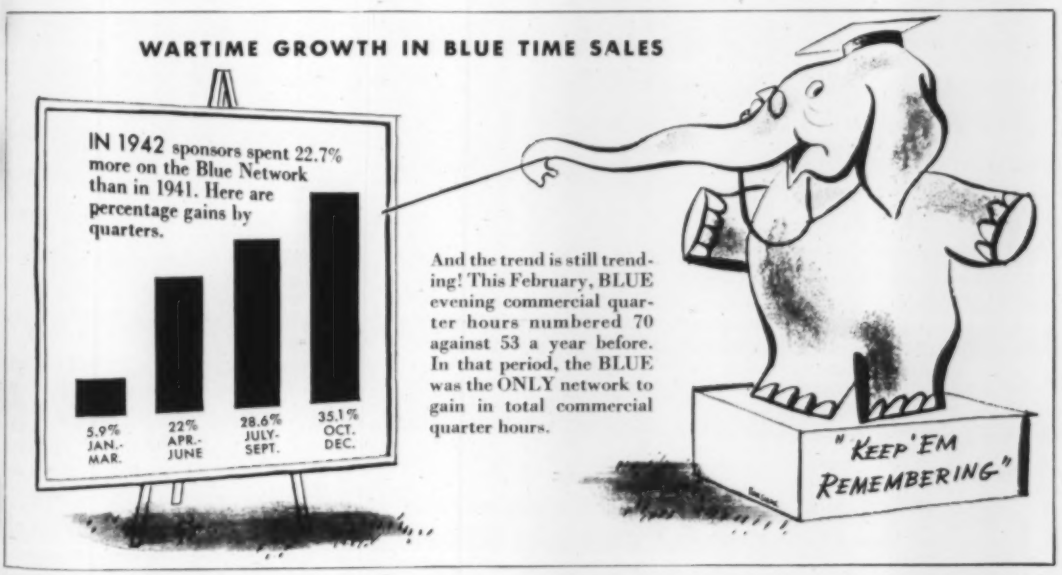
With Amnesia . . . our composite consumer . . . out-of-sight always did mean out-of-mind.

And that's liable to mean *out-of-pocket* for you in post-war days if your product is partly or wholly removed from Amnesia's shopping bag for the duration.

The answer? "Say it with forget-me-nots!" Say it with wartime advertising and especially wartime radio. For out-of-sight need never mean out-of-mind . . . *if you stay within hearing* of Amnesia and her 130,000,000 forgetful fellow consumers.

And by the way, it's no coincidence that forget-me-nots are BLUE.

Because the fast-growing Blue Network . . . with its aggressive audience building policies . . . and its efficient coast-to-coast coverage . . . can carry your wartime message into *more homes per dollar than any other national medium.*


WARTIME GROWTH IN BLUE TIME SALES
IN 1942 sponsors spent 22.7% more on the Blue Network than in 1941. Here are percentage gains by quarters.
5.9% JAN.-MAR.
22% APR.-JUNE
28.6% JULY-SEPT.
35.1% OCT.-DEC.
And the trend is still trending! This February, BLUE evening commercial quarter hours numbered 70 against 53 a year before. In that period, the BLUE was the ONLY network to gain in total commercial quarter hours.
"KEEP 'EM REMEMBERING"

The Blue Network

A RADIO CORPORATION OF AMERICA SERVICE

Listen, Margarita—I've Invented Speech!

The first man who ever succeeded in getting an idea over with speech was certainly no golden-tongued orator. Still, he was surely a long way ahead of his low-browed friends whose means of communication were limited to fists and clubs!

And so it is with Sonovox. After nearly two years of constant work with Sonovox, we know that we've only just begun to realize its possibilities in *conveying thought* through Talking and Singing Sound. But in the meantime, Sonovox users are still a long way ahead of those advertisers whose commercials are limited to ordinary dimensions. . . . *For instance, what other commercials do you remember quite so well as the Lifebuoy foghorn, the Woodbury singing violins, and the Bromo-Seltzer talking train?*

Sonovox is a new and basic art—a new means of expressing thought. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. *Why don't you join them?*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan anJ Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. (Cross Your Fingers)

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

CHICAGO: 180 N. Michigan Franklin 6575 | NEW YORK: 247 Park Ave. Plaza 5-4131 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 4512 N. Gordon Gladstone 3949 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 13 | WASHINGTON, D. C., MARCH 29, 1943 | $5.00 A YEAR—15c A COPY

Radio Donates $86,900,000 to the U. S.

$71,570,000 in Time, $15,330,000 in Talent

RADIO has donated $86,900,000 worth of time and talent for OWI war messages, the OWI Radio Bureau said Friday in an official summary of broadcaster-Government cooperation in bringing war information to the public. Of this total, $71,570,000 was station time, with $15,330,000 for talent.

The statement is an explanation of the round $90,000,000 figure for radio, used by OWI Chief Elmer Davis Wednesday in explaining to the public how his organization had mobilized hundreds of millions of dollars worth of private capital to spread war information through established media (story in this page).

Time and Talent

Gifts were broken down to show time and talent contributed under six types of Radio Bureau activities: Network Allocation Plan; Special Assignment Plan; Feature Series Plan; Station Announcement Plan; Government transcriptions on local stations; Local War Programs initiated by stations.

The report shows that OWI is using one out of every four network night programs; that local programs originated by individual stations form the second largest part of radio's gift for the war; that U. S. stations will carry more than 400,000 quarter-hours of Government transcriptions in a year.

OWI's figures for time and talent show a total gift of $28,400,000 under the Network Allocation Plan; $13,000,000 from the Special Assignment Plan; $8,160,000, Feature Series Plan; $12,350,000 Station Announcement Plan; $7,740,000, transcriptions on local stations; and $17,250,000, local programs initiated by stations.

Although the figures were only estimates, careful allowances were made for such items as volume

INDUSTRY'S WARTIME CONTRIBUTION

	Time	*Talent*	*Total*
Network Allocation Plan	$19,820,000	$ 8,580,000	$28,400,000
Special Assignment Plan	9,500,000	3,500,000	13,000,000
Feature Series Plan	7,160,000	1,000,000	8,160,000
Station Announcement Plan	12,350,000		12,350,000
Government Transcriptions on Local Stations	7,740,000		7,740,000
Local War Progams Initiated by stations	15,000,000	2,250,000	17,250,000
TOTAL	$71,570,000	$15,330,000	$86,900,000

rate in making transcriptions, and for network programs used by OWI which would ordinarily be on a sustaining basis. They represent the first public effort on OWI's part to show how it arives at such figures as the $64,000,000 radio contribution mentioned by Mr. Davis when he appeared before the Petrillo investigation early last fall.

The estimates are based on radio operations for a year's period under OWI's allocation activities. They include all Treasury and other operations, since OWI must clear programs of all Government agencies.

The Network Allocation Plan involves a time gift of $19,820,000, OWI says. Talent would cost another $8,580,000, resulting in a total of $28,400,000 under that single activity.

OWI-scheduled war messages utilize slightly less than one-fourth of all night-time network broadcasts, the Radio Bureau explains, and about one-tenth of daytime shows. In estimating that this time is worth $19,820,000, the Radio Bureau cautions, allowance was made for sustaining programs. Talent costs were computed on an estimate of 33% for nighttime shows and 25% for daytime programs.

Station Originations

Second biggest radio contribution to OWI comes from local war programs initiated by individual stations. Using a 30-station sample, and estimating that 40% of these programs are night, and 60% day, OWI arived at an annual estimate for 875 commercial stations of $15,000,000 for time and $2,250,000 for talent.

The Special Assignment Plan results in an additional gift of $13,000,000, computed on the same basis used to total the Network Allocation Plan contribution. These programs, which expressly indicated a desire to handle special war messages, involved facilities valued at $9,500,000, and talent at $3,500,000.

A yardstick survey of 30 stations was used to arrive at a figure on radio's dollar contribution under the station announcement plan. This study indicated a weekly net valuation of almost $250,000, or $12,350,000 annually. No talent charge is involved in this item.

OWI figured that all U. S. stations would carry more than 400,000 quarter-hours of Government transcriptions in a year. Applying an average rate that was weighted to allow for day and night fees, a figure of $10,000,000 was accepted. This however, was reduced by the Government crediting a 25% discount for volume, thus leaving a net value of $7,740,000. Of course, no talent charge is allowed for these transcriptions.

The total for the Feature Series Plan contributions was based on an estimate of sustaining program facilities, which indicated an annual value of $7,160,000. Talent on this, $1,000,000, was based on a 15% talent appropriation.

Davis Praises Cooperation of Media

Lashes Back at Critics By Reviewing Work Of the OWI

BLUNTLY hitting back at the third attack within ten days on activities of his organization, OWI Chief Elmer Davis said radio, press, advertisers, motion pictures and magazines have matched OWI's $9,000,000 domestic budget with expenditures totaling hundreds of millions of dollars to carry war information to the people.

The Davis statement was intended to prove that OWI already is doing what Rep. Ditter (R-Pa.) had criticized it for not doing. Mr. Ditter had suggested that OWI be pared to a directing committee to decide propaganda policy, with actual execution left to the established means of information.

(A new flare-up involving OWI occurred in the House Wednesday when Rep. Harness (R-Ind.), a member of the Military Affairs Subcommittee studying draft deferments of Government workers, attacked OWI for sending "outdated" information on its deferments to Rep. Taber (R-N.Y.). OWI explained Rep. Taber was aware that the figures were not new, but had accepted them to save the expense of a new survey.) [See Deferment Hearings on p. 30.]

Media Cooperation

"If OWI were to attempt to do the entire job of war information by itself, it would require a budget of many hundreds of millions," Mr. Davis said. "OWI believes, and will continue to believe that the job of informing the people can best be done through established media, and that the main task of a Government office of information is to secure the cooperation of these media and to give them the material and information they require."

Radio has made available $90,000,000 worth of air time and talent, the Davis statement said, at little cost to the Government. A system has been established for orderly use of this time and talent (see separate story).

Caustically remarking that Congressmen who criticize OWI in print are seldom the ones that bother to investigate what actually goes on, Mr. Davis supplemented his prepared statement at his Wednesday news conference with a comment that there was no record of Mr. Ditter attemping to find out

(*Continued on Page 53*)

Petrillo Takes His Time on Meeting With Recorders

Postpones Conference Until April 15; Suit Delay Asked

EVIDENTLY determined to bring the transcription and recording industry to its knees and force acceptance of a "fixed fee" royalty proposal as the basis for settlement of the recording strike, James C. Petrillo, president of the American Federation of Musicians, last week set April 15 as the new date for further discussion.

The AFM czar previously had turned down a proposal for a meeting in New York March 24. This followed the flat rejection by the AFM International Board of proposals for immediate lifting of the ban, in effect since Aug. 1.

Industry representatives, chagrined over Petrillo's tactics, were to meet in New York Saturday (March 27) to discuss the forthcoming conference and perhaps decide whether to forego it entirely in the light of the AFM attitude.

'Labor Dispute' Ruling

Meanwhile, another 30-day postponement—from March 29 until April 28— in the filing of the AFM answer to the second anti-trust suit against the union, based on the recording issue, was sought last Friday in Chicago by Joseph A. Padway, AFM general counsel. Favorable action was regarded as automatic, since the Anti-Trust Division has interposed no objection.

The Government contends in its complaint that the ban is impeding the war effort and that many small broadcast stations will fall by the wayside if it continues. The original suit last fall was dropped by Federal District Judge John P. Barnes in Chicago as a "labor dispute"—a view upheld by the Supreme Court in a per curiam ruling.

Counter Proposal

On March 19, the transcription and recording industry spokesmen asked Mr. Petrillo to reopen negotiations in New York the following Wednesday. The AFM leader countered with the proposal that the meeting be held in Boston April 12. At a loss to understand why Boston was suggested when AFM headquarters are in New York where the record companies also are located, the industry spokesmen objected to the unnecessary travel.

"Well, my boys have had to travel around a lot to meet you," the AFM head was reported as having replied, "so there's no reason you shouldn't move." Petrillo subsequently suggested the meeting in New York on April 15. When asked the reason for the delay he was said to have replied:

"Well, you fixed the place so I'll fix the time."

Misgivings were expressed by several recording industry representatives as to whether further discussions, under existing circumstances, would be of any value. While April 15 is the date now set, there was some thought that a preliminary meeting with Petrillo might be sought to ascertain whether further direct overtures should not be made to the Government—probably the War Labor Board, in view of the fact that the impasse already has been held legally to be a labor dispute.

The week's conversations with the AFM head were carried on by former Judge Lawrence A. Morris, general counsel of RCA Victor, as spokesman for the industry committee. It was indicated that the AFM International Board might be convened for the new discussions, if they are held.

The recording industry has expressed its unalterable opposition to the proposal that a tax be levied on each recording, with the money to be paid into an AFM relief fund. Suggestions for an alternative solution have been advanced in the hope of bringing about an early resumption of manufacture of musical records and transcriptions.

Martin Codel to Overseas Post

MARTIN CODEL, publisher of BROADCASTING, is on indefinite leave of absence and has accepted an overseas assignment with the American Red Cross. His arrival in North Africa was reported last week. He will be Red Cross director of public information for that military theatre, serving under Red Cross Commissioner William Stevenson.

Sol Taishoff, editor, has assumed the executive direction of BROADCASTING.

April 1 Deadline Set by WMC For 48-Hour Week Compliance

Broadcasters Must File Proposed Schedules or Apply to Local Officers for Exemption

BROADCASTERS and other employers in 37 critical labor shortage areas listed by the War Manpower Commission must file proposed operating schedules or applications for exemption from the 48-hour week with their regional manpower director by April 1, or be considered as not conforming to the wartime work-week regulations.

Indication that WMC would stand firm on its longer work-week order was offered Thursday when regional directors were notified that employers who had not filed schedules for operations on 48 hours would be expected to propose other adjustments, or seek exemption from the Presidential Order by April 1. Failure to conform to the longer week may cost the station the right to hire help or to claim deferments from Selective Service.

Industry leaders are finding that radio's adjustment to the longer week can be eased if all stations in a critical area will arrange a joint conference with their manpower director. The result of such conferences, it has been found, is a clearer understanding of the changes the director will expect, and of the steps involved.

In some cases, the broadcasters have learned that although they may not be able to operate on a 48-hour week, adjustments are still necessary. The original order for the wartime work-week states that it shall be 48 hours, or if this is impractical, the greatest number of hours less than 48 which is feasible.

Burden of proof that the 48-hour week is impractical in a particular radio station will rest on the individual management, NAB advised its members last week on the basis of discussions with the War Manpower Commission. It is now clear, NAB said, that WMC will not grant a blanket exemption to the radio industry or any other industry.

The NAB discussion with WMC occurred after Joseph L. Miller, director of Labor Relations, had prepared a report on the possibilities of adjusting radio to the longer week to save labor and alleviate new hiring. The report, covering 14 stations in Washington, Baltimore and Springfield, Mass., showed that the peculiar nature of station operations, with peaks, and unpredictable crises, made a general 48-hour week impractical.

Problems Involved

Despite this testimony, however, NAB said the WMC feels that in many cases technicians and general office help can shift to the long week. WMC recognized that talent and executives presented a more difficult problem.

An NAB letter advised station managers in critical labor shortage areas that they would have to justify a work-week of less than 48 hours to obtain WMC approval for hiring after April 1. Some suggested points which NAB said managers might consider in appealing to regional directors are:

Comparatively small size of units of personnel; few opportunities to interchange duties; variable nature of radio's work week; "peak loads"; skeleton force enhances danger of breakdowns; union "made work" contract restrictions on full use of manpower; obligation to employ a staff orches

Don Searle Name As KGO Manag

Takes Over Direction April
Don Gilman Announces

DON SEARLE, general mana of KOIL-KFAB, Omaha-Linc has been named general mana of KGO, BL San Francisc affiliate, effe ti April 5, by Gilman, vice-p ident in ch of the BL Pacific divisi

Mr. Searle

In additio managin g t Omaha and coln stations, Searle is mana of KFOR, Lincoln, and co-ow with Herb Hollister of KA Wichita, and KMMJ, Grand Isl Neb. A veteran of the radio dustry, Mr. Searle was an ex tive in the petroleum field when entered radio in 1924, organiz operating KOIL. From through 1937 he was general m ager of WIBW, Topeka.

In announcing the appointm Mr. Gilman termed it "anot example of the pioneering cha teristic of San Francisco," add that "both the city and KGO growing and will continue to gr In selecting Mr. Searle as gene manager for the BLUE's op there we believe we have ch the man best qualified to foster station's growth."

Born in Council Bluffs, Ia., O 5, 1899, Don Searle attended U. of Iowa and served in the Ar Air Corps in World War I. He gan his business career with Mona Motor-Oil Co., then ow by the Searle family, and ente radio when the company decid to build a station, KOIL, to p mote its petroleum products named him as manager.

Lorillard Baseball

FIRST baseball broadcast of spring season to be sponsored P. Lorillard Co., New York, Old Golds, will be heard on WH New York, April 2 when Barber describes the pre-sea exhibition games of the Dodg Lorillard will sponsor 154 home away games played by the Dodg Agency is J. Walter Thompson New York.

Heinz Test

AS TEST promotion for its line baby foods, H. J. Heinz Co., Pi burgh, on April 5 will sponsor *Baby Institute*, a five-weekly s tainer on the BLUE since last D cember. Jessie Stanton, consulti director of the Harriet John Nursing School, is m.c. of the p gram, which for Heinz will be an institutional nature, with idea of keeping its famous na before the public while baby fo are rationed. Agency is Maxon In New York.

McNutt Asked to Clarify Stand on Labor

ly Sees Conflict In Boards And BWC-FCC

ANPOWER Chief Paul V. McNutt has been asked to explain the sition of his organization on the intainance of broadcasting staes. The request was forwarded FCC Chairman James L. Fly, o pointed out that recent Selec- Service statements indicate t local draft boards have been horized to decide for themselves ich stations in a community are essary for the war effort.

Mr. Fly feels that such actions the part of draft boards may nflict with the authority of the C and the BWC, which have en granted sole power to decide ich communication services are ential. He admits that local aft boards are autonomous, and general have done a satisfacy job, but feels the War Manwer Commission should implet measures protecting essential n so that all stations will con- ue to operate.

Conflict in Views

The letter from Mr. Fly resulted m an appeal by a metropolitan w York station informed by Seice Service that although radio mmunications is essential, no rticular station need necessarily essential to the war effort. Mr. y said that even should the War anpower Commission chief exin that this does not mean draft ards are free to choose an esntial station among competing cal outlets he feels new steps are eded to protect broadcasting oprations.

What relief, if any, is possible, r. Fly could not say. In the light Washington developments it apared last week that if radio were get special protection, it would getting favors that other esntial industries were being deied.

Maj. Gen. Lewis B. Hershey, dirtor of Selective Service, bluntly rote Rep. Talbot (R.-Pa.), that he time is rapidly approaching hen the armed forces will not be le to continue sharing available ung men with essential war inustries." He said a campaign has ng been going on to educate manfacturers to employ females, and en outside Selective Service, "for e purpose of replacing personel that must eventually go to the rmed forces."

NAB President Neville Miller id Thursday he was not surprised the trend toward fewer draft eferments. He stated it was his inion that Selective Service offiials have been "sympathetic, unrstanding and considerate" of the roblems of broadcasting.

Mr. Miller said his organization understood that the occupational bulletins were only advisory, and could not be mandatory under the Act. With 6,500 local boards, he added, it is to be expected that the quality of their judgment could not be uniform.

"Meanwhile," Mr. Miller said, "as NAB has repeatedly advised the industry, the training wherever possible of personnel not subject to induction is the safest course for stations to follow in meeting the manpower problem."

Mr. Miller did not comment on the possibility that draft boards might eventually decide deferments by giving a particular station special consideration. In that sense, his statement was in no way connected with the apparent conflict between Mr. Fly and Selective Service.

New Job Index

Meanwhile last week, the War Manpower Commission announced that a new index of jobs already covered in the previous lists of essential occupations had been distributed for use of the U. S. Employment Service and the Selective Service Boards.

Approximately 3,000 items are indexed and divided into manufacturing and non-manufacturing items. The new list is supposed to assure easier interchange of information between Draft Boards and USES. It is designed to guide draft boards in granting deferment, and in addition, to tell USES which establishments are entitled to priority in placing new workers, and which workers may be transferred without disrupting production.

Included in the list, among others, are producers of combat material, all communications services and production of communications, transportation, maintainance of facilities for civilian health, safety, morale and security, and maintainance of all governmental functions concerned with promoting or facilitating war production.

Criteria used in drawing up the list, which is merely a restatement of all that has been said before, are: Extent to which the item is directly used for combat purposes; scarcity of supply; relation of the product, service or facility to operation of an essential activity; extent to which it maintains minimum civilian wartime conditions.

IBEW Directs Locals to Admit Women To Meet Growing Technician Shortage

LOCALS of the International Brotherhood of Electrical Workers (AFL) were notified last Friday by International President Edward J. Brown that they must meet the shortage of broadcast technicians either by training draft-exempt men or providing for the employment of women in IBEW shops.

"In view of the present rate at which broadcast technicians are being inducted into military service," Mr. Brown wrote the Broadcast Technician locals, "each local union should promptly take the necessary action to insure the local union being able to service the agreements in its jurisdiction.

To Get Same Pay

"This is a manpower problem which must be met either by the local unions recruiting and training a sufficient number of men who are considered permanently deferred from the draft . . . to meet employment demands in its jurisdiction, or to work out the necessary arrangements with the employers . . . to permit the employment of women in certain phases of technical work for the duration. . . ."

These "necessary arrangements" were detailed in a "Memorandum of Understanding" which IBEW instructed its locals to sign with employers before women are admitted to a studio. The memorandum provided that the women could be employed at studio control work, so long as they did not exceed the number of male technicians doing that work. Women were specifically excluded from studio maintenance, master control room, field and transmitter operations. They are to receive the prevailing wage after a 60-day trial period, and are to become union members.

An additional provision binds the employer to replace them with men within six months after the cessation of hostilities. Union officials pointed out, however, that this would have no practical effect, since the Selective Service Act requires rehiring of war veterans.

Women who accept radio jobs under the IBEW memorandums will have full union membership, Lawson Wimberly, IBEW International Representative, told BROADCASTING, marking the first time the union has admitted women on equal basis with men. The International Constitution of IBEW will be amended to let them participate in the union retirement fund and other benefits, he said, and they will retain their memberships after the war merely by paying their dues.

President Brown told the locals that in view of recent manpower developments and the possibility that military service requirements will increase, IBEW headquarters was of the opinion that some formal policy with respect to employment of women should be stated. He referred to numerous inquiries from locals, and noted that some had already accepted applications from women.

He then mentioned the Memorandum of Understanding which he said should be completed to outline conditions of employment. These memorandums are to be approved by the International office in Washington.

Trial Basis

When a local decides on a plan of training men, he said, it is understood then that such men are to be admitted to membership. Women, on the other hand, are employed on a 60-day trial basis, and must apply to the union during that period. The union binds itself to act on these applications before the trial period is concluded.

The Memorandum of Understanding provides that the employer shall hire any qualified male provided by the union before hiring any female. If the union is unable to supply acceptable males or females, the employer is then free to employ other females.

CELEBRATING NINE successful years on the networks and particularly the current rating of No. 1 daytime serial, the selling and dramatic forces back of *The Romance of Helen Trent* met recently in Chicago (l to r): W. E. Malone Jr., advertising manager of BiSoDol Co., sponsor of the show; Robert T. Meyers, sales manager; Gill Whitney, male lead; Miss Trent; R. W. Blades, company vice-president; E. A. Byrne, Blackett-Sample-Hummert, Chicago, agency handling the account.

Decision on Kay Kyser Hints At More Top Talent Inductions

Davis Has Not Asked Deferment in Three Months Of Members of His Committee of 25

WHITE HOUSE action in sustaining Kay Kyser's 1-A draft classification, announced last week in Raleigh, N. C., is expected to establish precedent in future applications of entertainers for deferment from military service.

Effect of induction of top entertainers was problematical and while official comments were not forthcoming, except from Elmer Davis, director of the Office of War Information, there was considerable industry talk about the future of the OWI Committee of 25, headed by Mr. Kyser.

Several months ago the OWI sought deferment for eight members of the committee, all OWI consultants—Mr. Kyser, Freeman Gosden (Amos 'n' Andy), Edgar Bergen, Nelson Eddy, Bob Hope, Harold Joseph Peary *(The Great Gildersleeve)*, Lanny Ross and Red Skelton. Three months ago, however, the OWI ceased asking deferments for consultants, although if local draft boards requested information as to the usefulness on the home front of registrants such information had been supplied.

Appeal to President

Mr. Kyser's local draft board at Rocky Mount, N. C., had been apprised of his work for the OWI and other Government agencies. When he was classified 1-A an appeal was filed with North Carolina State Selective Service Headquarters. That body sustained the 1-A classification and an appeal was taken to the President.

Mr. Kyser denied on the West Coast that he had filed an appeal and official sources declined to disclose the name of those who had asked his deferment. Meantime the orchestra leader and m.c. of the NBC *College of Musical Knowledge* announced that he is "ready to do what my Government wants me to do".

John Coley, chairman of the Rocky Mount board which refused to defer the chairman of the OWI Committee, said last week he was uncertain as to when Mr. Kyser would be inducted. It appeared likely, however, that he would be called up late in April or early May.

Mr. Davis, before the President's appeals board decision was made public, openly favored Mr. Kyser's deferment. OWI had backed up the appeal on the grounds of his doing important work. Following announcement that the band leader must enter military service, despite his 37 years, Mr. Davis issued the following statement:

"The Office of War Information in the past requested the deferment of eight leading radio stars because they were also serving as consultants to the OWI, helping us to develop the mechanics of using radio programs to disseminate war information and helping us to enlist the services of other radio stars and programs. The demands of war and the need for fighting men have become so acute that for a period of three months now the OWI has not been requesting such deferments and will not do so in the future.

"There can be no question of the patriotism of the nation's entertainers. Many will not be called to military service because of physical disqualifications and for other reasons. I am sure that these who remain in civil life will continue to render the valuable service they have in the past in entertainment of troops, in selling war bonds and in helping us to explain many war programs to the public. In this war, as in the last, the record of America's actors and artists, both in the armed forces and in civilian life, will rank with the best."

Latest Hooper rating for the *College of Musical Knowledge*, was 19.4, with an estimated audience of 12,410,000. Those who favored deferment for the radio star pointed out that when he goes off the air to enter service that audience will be lost.

Since Mr. Kyser is over age for combat duty there was some question as to his niche in the military service. It was generally agreed that the Army probably would place him in charge of a band to entertain soldiers. Since Army regulations prohibit military personnel from participating in private enterprise, it appeared that his radio broadcast probably will be concluded when he is inducted.

Serving with him on the OWI Committee of 25 have been Abbott & Costello, Goodman Ace, Fred Allen, Amos 'n' Andy (Mr. Gosden and Charles Correll), Jack Benny, Mr. Bergen, Maj. Bowes, Bob Burns, Burns & Allen, Eddie Cantor, Bing Crosby, Mr. Eddy, Clifton Fadiman Jean Hersholt, Mr. Hope, Andre Kostelanetz, Fibber McGee & Molly (James and Marion Jordan), Frank Morgan, Mr. Peary, Edward G. Robinson, Kate Smith, Mr. Skelton, Fred Waring and Mr. Ross.

DOTTED LINE STUFF, with Garry Moore (left) and Howard Petrie (right) signing for the new Camel series that started March 25. Thomas D. Luckenbill, vice-president and radio director of William Esty Co., agency for R. J. Reynolds Tobacco Co., watches. Jimmy Durante and Xavier Cugat and orchestra appear on the new series of which Mr. Moore is m.c. and Mr. Petrie, announcer.

BATTERIES WANTED IN IOWA

Farmers and Dealers Complain of Shortage; Some Sets Out of Operation

By DOUGLAS B. GRANT
News Editor, WMT, Cedar Rapids, Ia.

MANY of the nation's 10 million rural radio listeners are on the verge of being cut off from radio service pecause they can't buy replacement batteries for their receivers. Probably never before has radio service meant so much to farmers as now, with the whole world depending on American farm production, and with the possible outcome of the war hinging on it.

Rationing Plans

Thus, the special radio services to farmers such as market reports, weather bulletins and latest Government regulations have become tremendously vital. Yet, ironically, these radio services already have been denied thousands of farmers whose batteries have gone dead.

At WMT we have been working with the War Production Board and the Dept. of Agriculture for several weeks. While no definite plans have been announced, WMT has been assured by L. L. Needler, in charge of farm supplies for the Dept. of Agriculture, that plans are under way for the rationing of these batteries. He also advised that the WPB believes it can allow an increase in production of farm radio batteries if the Department will undertake the responsibility of rationing them. This the Department has agreed to do and the mechanics of setting up battery rationing are being worked out.

This will be good news to every station with a rural audience, for battery radios are more widespread among farm listeners than is usually realized. In the WMT primary area which includes eastern Iowa and adjacent portions of Minnesota, Wisconsin and Illinois, rural electrification has made more progress than in most other parts of the country. Yet, in Iowa, on June 30,

(Continued on page 48)

Dry Cell Output May Be Altered To Meet Wants

WPB, Cognizant of Shortage, May Revamp Production

OFFICIAL recognition of the shortage of dry cell batteries was given by the WPB Consumers Durable Goods Division Friday, with a promise that "some measure of relief can be anticipated through readjustment and rescheduling of battery production".

Admitting that the need is acute particularly in areas where radio reception depends solely on battery sets, WPB asserted that in some regions reports indicate that as many as one-third of farm battery radios are inoperative. Moreover, WPB said, replacement of battery-operated sets in areas supplied with electric power has not matched increased use of battery types in non-electrified areas.

Rural Listening Increases

Despite this statement, however, officials had nothing to say about the possibilities of immediate production of dry cells. A plan suggested by the Office of Civilian Supply is understood to have been held up until it can be certain that materials are available.

The statement from the Consumers Durable Goods asserted that in the last two years, average daily listening time in rural areas jumped three to five hours, imposing an additional drain at the very time that production of batteries was sharply reduced. War weather and farm news is credited for this increased use of radio.

Actual increase in production to alleviate the battery pinch depends on a temporary lag in other battery requirements, mostly military, which would permit a transfer of facilities and materials to civilian use. The battery industry has met and is meeting military and other war requirements 100%, WPB explained, and has maintained its manpower and production facilities so that it is prepared to resume additional civilian battery production whenever the raw material situation makes this possible.

WPB explained that diversion of raw material to war-essential uses has largely accounted for decreased production of radio batteries. In the last several months production has been at a rate of less than 200,000 monthly.

Before the war, WPB said, production was 4,500,000 a year, or 2,200,000 sets. The current rate of production would result in only 2,400,000 for a total of 3,200,000 sets now in rural homes.

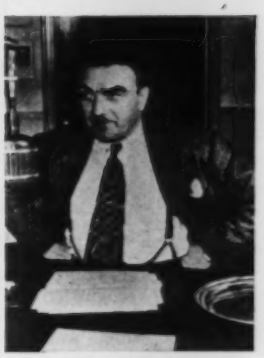
For this reason, WPB warns that whatever increase in production is arranged, owners will have to conserve their batteries. They are advising the rural radio listener to operate his set only to hear particular programs, to avoid long continuous radio operation, and to take conservation measures.

EARL GODWIN

WILLIAM HILLMAN

FULTON LEWIS, JR.

UPTON CLOSE



BOAKE CARTER

RAYMOND GRAM SWING

DOROTHY THOMPSON

13 reasons why WSIX dominates

THIRTEEN leading news commentators, plus eight 15-minute Associated Press news broadcasts daily, give WSIX first call on the news-hungry public throughout the populous and prosperous Nashville area.

Top news coverage is just another reason why WSIX has built a continuous listener audience greater than ever before in its history.

And consequently, more and more advertisers are picking WSIX to broadcast their message to the people of the Nashville area.

Write or wire for availabilities.

Spot Sales, Inc., *National Representatives*

Member Station the Blue Network and Mutual Broadcasting System

ROY PORTER

JOHN VANDERCOOK

WALTER COMPTON

CEDRIC FOSTER

ARTHUR HALE

JOHN GUNTHER

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KC

CBS Reporter, Drama Get Peabody Award

NBC Coast Group, WCHS, KOAC, WHA Named

BOTH STATIONS and programs received recognition in the third annual George Foster Peabody Awards, which were officially announced last week, following meetings of the Peabody board in New York, by Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia, and the NAB, joint administrators of the awards.

Actual presentation of the awards will be made by Dr. S. V. Sanford, chancellor of the University System of Georgia, at the NAB War Conference in Chicago, April 26-29.

Known as the "Pulitzer Prizes" of radio, this year's citations were selected by the Peabody board members on the basis of "distinguished and meritorious public service and outstanding excellence." Last year's awards placed particular emphasis on program merit, while the 1941 awards were based on station merit.

Outstanding Performance

The 1943 winners, based on performance in 1942, are:

Charles Collingwood, CBS correspondent, for "outstanding reporting of the news".

The Man Behind the Gun, CBS, for "outstanding entertainment in drama".

The Standard Symphony, NBC Pacific Coast, for "outstanding entertainment in music".

Afield With Ranger Mac, weekly series on WHA, Madison, Wis., for the "outstanding educational program".

Our Hidden Enemy — Venereal Diseases, transcribed series on KOAC, Corvallis, Ore., for "outstanding public service program by a local station—1,000 watts or under".

The Home Front, weekly program on WCHS, Charleston, W. Va., for "outstanding public service program by a regional station —up to 10,000 watts".

Established in 1941, the Peabody Radio Awards are designed as a memorial to the late George Foster Peabody, benefactor and life trustee of the University of Georgia, and to perpetuate his memory by giving educational recognition to meritorious service by broadcasters.

Winners are selected from entries submitted by stations throughout the country by a national advisory board, individual members of which have made special studies of programs in the various categories. A digest of recommendations is also supplied the board by a faculty committee of the U. of Georgia.

Members of the board include: John H. Benson, president, American Assn. of Advertising Agencies; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota; Jonathan Daniels, editor, *Raleigh (N. C.) News and Observer;* Mark Ethridge, vice-president and general manager, *Louisville Courier-Journal and Times;* Joseph Henry Jackson, literary editor, *San Francisco Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Alfred A. Knopf, publisher, New York; Dr. I. Keith Tyler, director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, president of "Yaddo", artists and writers foundation, and daughter of George Foster Peabody; Edward Weks, editor, *Atlantic Monthly;* Earl Glade, chairman of the NAB code compliance committee, and Dr. S. V. Sanford, chancellor, University System of Georgia.

The citations, as summarized by the board, follow:

"Award for outstanding reporting of the year goes unanimously to Charles Collingwood of CBS who, with the tools of inference, indignation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa.

Tribute to Men in Action

"Award for the outstanding entertainment in drama goes to the new program entitled *The Man Behind the Gun* on CBS, brilliantly written by Ranald R. MacDougall and authentically produced by William Northrup Robson, for a timeliness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against.

"Award for outstanding entertainment in music goes to *The Standard Symphony*, NBC Pacific Coast Network. This is a program now in its 15th year which has performed the double service of bringing the world's great music to adult listeners along the Pacific Coast and of providing delightful programs of interpretation to 4,700 schools.

"Award for the outstanding educational program goes to WHA, Madison, Wis., for its splendid series on natural science and conservation entitled *Afield with Ranger Mac.* Originated by the Wisconsin School of the Air, ably and accurately presented by Wakelin McNeel, chief of the Junior Forest Rangers, this series sets an example which should be widely followed.

"Award for outstanding public service by a local station goes to KOAC, Corvallis, Ore., for the program *Our Hidden Enemy — Venereal Diseases*, which, in the words of the U. S. Surgeon-General 'has made a unique and valuable contribution. . . .' These programs were prepared by Dr. Ch... Baker, a leading syphologist, the U. of Kentucky. KOAC ha... distinction of being the first to ... cept this courageous series.

For Regional Station

"Award for outstanding pu... service by a regional station g... to WCHS, Charleston, W. Va., ... recommendation of the U. of Ge... gia faculty committee, for the p... gram *The Home Front*—a tw... weekly feature which has crea... and maintained morale by provi... ing authoritative answers to liste... er questions dealing with the m... perplexing of public problems ... a community at war. Managing ... rector of the station is Howard ... Chernoff.

In making this award the Pe... body board has been guided by t... U. of Georgia faculty commit... on preliminary selections."

Last year, the winners of t... Peabody Awards were Alfred W... lenstein, MBS music director; C... *cago Roundtable of the Air*, NB... for education; *Against the Sto...* NBC, and *The Bill of Rights* ... Norman Corwin, broadcast on ... networks, for drama; Cecil Brow... CBS correspondent, for reporti... and international shortwave broa... casters for public service by ind... vidual stations.

The first year of the award... 1941, citations went to CBS f... networks; WLW, Cincinnati, f... large stations; WGAR, Clevelan... for medium stations, and KFR... Columbia, Mo., for small station... Elmer Davis, now OWI director ... also was cited that year for h... "terse, incisive and impartial n... porting of the news".

Descriptions of the award wi... ners follow:

Radio fame first came to Char... Collingwood last November when he a... companied the Allied forces invadi... North Africa and was the first ne...

(Continued on page 46)

CREDIT KENTUCKY U.
Says KOAC, Learning of Peabody Award

"ALL CREDIT goes to U. of Kentucky where transcriptions were made," Allan Miller, program manager of KOAC, Corvallis, Ore., wired BROADCASTING last week as Peabody radio awards were announced. Cited for its public service feature, *Your Hidden Enemy—Venereal Diseases*, KOAC explained that the courage displayed in running this series was no more than should be expected of a state-owned educational station.

A series of ten straight talks by Dr. Charles Baker of the Fayette County Public Health Clinic, Lexington, Ky., the program was arranged under the supervision and direction of Elmer Sulzer, publicity and radio director of Kentucky U. Its purposes are (1) to acquaint the public with detection of venereal diseases, and (2) to indicate the course of action to be taken where diseases are detected.

OUTSTANDING RADIO achievements by these men won Peabody awards last week. Howard L. Chernoff (left) is managing director of WCHS, Charleston, W. Va., whose feature *The Home Front* was cited for public service. Award for drama entertainment went to *The Man Behind the Gun*, whose big-fisted direc... and producer, William Robson (center, l), sits b... side Author Ranald MacDougall. Winner of the awa... for news reporting, Charles Collingwood of CBS, righ... has been covering the African war front for CBS.

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

WPAT DOING THREE STAR JOBS FOR LOCAL WAR INDUSTRIES

cated in one of the country's busi- war work areas, WPAT in Pat- son, N. J. has developed three pro- ams that are doing a real job for cle Sam, for war industries and war workers.

One program—"North Jersey War Production"—tells which plants looking for workers, how to ap- for jobs and the kind of work en. Material for these half-hour ily broadcasts is obtained through rious Government departments, cluding the W. P. B., the U. S. Em- yment Service and the Civil Serv- Commission. The last named ency reports that the number of plicants for jobs in WPAT's ter- ory jumped from 400 to 1000 a y recently as a result of one of ese programs.

A second program—"North Jer- y Industry Enrolls"—dramatizes e vital work being done by near- y plants in turning out many kinds equipment for the armed forces.

In addition, this program cautions listeners to avoid over-confidence in an early victory — drives home to them the danger of spreading rumors—emphasizes the importance of conservation and salvage of critical materials—urges them to apply for jobs in war plants in the North Jersey area.

A third star contribution is WPAT's series of "Soldiers' and War Workers' Victory Parties," held each Sunday afternoon in an armory. Attendance tops 8000 each week. Service men are admitted free, while the admission fee for properly identified war workers is five packs of cigarettes. To date nearly 250,000 packs have been collected and turned over to the U.S.O. for distribution. Entertainment has been furnished by a host of celebrities who have donated their services. On the air for one hour each Sunday, this program has received a fine reaction from listeners.

• • •—

"THIS IS THE HOUR" builds unity

igned to increase the feeling of y among peoples of the Eng- speaking nations, the program is Is the Hour" is helping to a common understanding. This ram—which originates at KHJ Hollywood — is heard over the tual-Don Lee systems, over sta- ns of the Canadian Broadcasting poration and is transcribed for on the BBC.

nterviews with R.A.F. cadets in ning in Southern California point that English people and Ameri- ns are working for the same kind Victory. In addition, the program vides music and dramatic tches pointing out how civilians ther America's war effort.

The climax of the program con- ts of the reading of a letter to a ecific American boy in training d the dedication to him of a song the guest star.

Saved by KSAL

West-bound over Kansas, a bomber —so short of gas that two motors had quit—was unable to find the Salina air base because of a low ceiling. At the request of the Wing Commander, KSAL went on the air a half-hour before schedule. Locating the field through the station's signal, the $300,000 plane and its crew of ten landed safely.

• • •—

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, we will use it in one of this series of War-Grams.

They rolled up sleeves —and Bond sales!

Down in Nashville, WLAC—utilizing one of the city's biggest department store windows and getting the cooperation of six civic clubs—sold $767,000 worth of War Bonds and Stamps in one four-week period. That was more than two-thirds of the entire county's quota for the month.

From Dayton, WHIO reports $100,000 in War Bonds sold in one day, when Greek organizations cooperated in a giant bond rally, at which a number of boys and girls appeared in medieval Greek costumes.

Using the slogan "Savannah Green Goes to War," station WSAV sold over $33,000 in War Bonds in two thirty-minute programs.

Out in El Centro, California, KXO opened its new Victory Booth—sold $2700 in Bonds the first day.

And so it goes, all over the country, as big and small stations continue to help pay for the tools of Victory.

BULLETIN: On his recent "Save a Life" day, Rex Davis —chief announcer of WCKY, Cincinnati—gave a big hand to the American Red Cross Blood Donor Service. A total of 1468 pints of blood were pledged during the drive.

Keys to KTSW

Must be a lot of folks around Emporia who never lock their doors. A Kansas railroad man recently collected nearly 11,000 keys—weighing 85 pounds—and turned them over to KTSW in response to a plea for scrap key metal!

• • •—

KSL localizes OWI releases

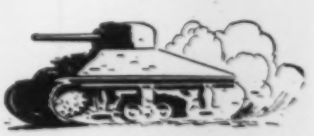
Working closely with the local OWI director, KSL of Salt Lake City has done a fine job in coordinating and adding a local slant to the Government's morale-building, manpower and financing programs. Using scripts prepared by the station, the KSL Players dramatize the OWI releases most effectively.

• • •—

Good work, KRLD!

Down in Dallas, KRLD's weekly program—"Texans at War"—is doing a fine wartime job. Dramatized experiences of Texans at war all over the globe, told by the people themselves, make this series of outstanding local interest. In addition to keeping people on the home front informed, it helps to impress on them their individual responsibilities. Guests on the program come from all walks of life—the armed forces, war workers and just plain John Q. Publics.

• • •—



How Hell Buggies get their orders

When American tanks roar into battle, they receive information and orders over radio telephones. Western Electric is supplying much of this tank radio equipment, as well as radio for planes, Naval craft and other communications apparatus for the armed forces.

Programming Placed in NAB Agenda

Executive Committee of Directors Discusses War Problems

PROGRAMMING is given an important spot in the setup of the NAB as a result of a two-day meeting in Washington last week of a temporary program directors executive committee.

At the close of the conference Thursday, Neville Miller, NAB president, announced that the temporary group would continue as the official program directors executive committee for the coming year. His announcement was in keeping with the committee's wishes, expressed in a resolution.

To Attend Conference

The program directors immediately set about planning active participation in the NAB War Conference in Chicago April 27-29. Speakers will be invited to address the program men, and stations will be urged where possible to have their program directors attend the Conference.

After listening to Lewis H. Avery, NAB director of broadcast advertising, outline the Retail Promotion Committee Plan, the program directors gave the plan their whole-hearted approval and agreed to cooperate with other NAB committees in the interests of the industry.

Though the sessions were closed, it was learned that the program men tackled their problems with a view to improvement of programs generally. Mr. Miller told the committee at the opening session Wednesday that "the program executive committee in its field can parallel and cooperate with the work of other NAB committees."

Earl Glade, manager of KSL, Salt Lake City, and chairman of the NAB Code Committee, said "it is in the interest of good programming and service to the public to be conscious at all times of the goal which each program is trying to achieve."

Mr. Avery, reporting on the sales managers committee, said the group is "anxious to cooperate with the program managers committee to improve commercial programs, reduce mortality of ill-advised programs and develop new sustaining ideas for commercial sponsorship."

Willard D. Egolf, assistant to the president of NAB, told the program directors that the NAB public relations goal is to be known favorably by the greatest number of persons.

"This is a challenge to our own medium, because radio reaches the greatest number of people," he declared. "We must not mistake the challenge, however, and use our facilities for broadcast braggadocio, pointing at ourselves with pride.

"We must realize that the general good conduct of our programming provides the best opportunity to do a fine public relations job. Be good to the people. Do good deeds. Our greatest concern must center on commercial programs, because while they undertake to be good to the people, they ask the people to be good to them, too, and buy radio-advertised products."

Guide Sought

Roy Harlow, assistant to the general manager of BMI, said the success of BMI program directors meetings as applied to BMI problems "is significant to the plans being formulated by the program managers executive committee."

Following a report on program trends by Paul Peter, NAB director of research, the newly-created committee recommended that a study of program trends and influences with a thorough analysis calculated to make the information valuable as a guide be made.

With reference to "plug-uglies" the program directors concluded that recent complaints have been personal in nature, not founded in a knowledge of the medium and not substantiated by any convincing expression from the general public.

The committee indicated it would seek a central correlation and distribution outlet of important program ideas and policy information, and work towards a closer relationship between sales managers and program directors of individual stations. No action was taken in the small station's problems, the subject being tabled for further discussion later.

At a luncheon Thursday Lt. Col. E. M. Kirby, chief of the War Dept. Radio Branch, spoke briefly on Army regulations governing interviews of wounded military personnel. Mr. Glade made a plea for sympathetic, sensitive handling by announcers of all casualty interviews.

Guests at the luncheon included William B. Lewis, Don Stauffer, Douglas Meservey and Phil Cohen of the OWI; J. Harold Ryan and Eugene Carr, Office of Censorship; Capt. Frank Pellegrin, War Dept. Radio Branch; Earl Gammons, CBS Washington; Fran Russell, NBC Washington vice president.

Text of the resolution adopted by the program committee follows:

WHEREAS, Neville Miller and other officials of the NAB have called this meeting of Program Managers in Washington, with the statement that ("programming is one of the most vital responsibilities of the radio industry,")

THEREFORE, Be it Resolved, that the Program Managers Executive Committee be continued as one of the permanent committees of NAB.

That it be the purpose of this Committee to cooperate with and augment the work of the other NAB Committees in furthering high program standards.

That we express our sincere appreciation for the admirable leadership exemplified by the Code Committee of the NAB.

That time be allotted to the Program Managers at the NAB War Conference for a discussion of problems arising from programming under war conditions.

PROGRAMS TO MEET wartime needs were discussed in Washington March 24-25 at the first meeting of the NAB Program Directors Executive Committee. Conferees are (seated l to r): Harold Fair, WHO, Des Moines; Herbert C. Rice, WGR, Buffalo, N. Y.; Neville Miller, NAB president; Earl Glade, chairman of the NAB Code Committee; Robert Landry, CBS New York. Standing (l to r): Roy Harlow, BMI; Tod Williams, WSPD, Toledo; William Adams, WCHS, Charleston, W. Va.; Robert L. Kennett, WHAS, Louisville; Ray Shannon, KQV, Pittsburgh; C. L. Menser, NBC New York. J. Robert DeHaven, WTCN, Minneapolis, was unable to attend.

Blue Network Affiliates Plan Chicago Meeting Prior to NAB Conference

BLUE NETWORK affiliates will hold their second annual session in conjunction with the NAB War Conference sessions in Chicago, meeting at the Palmer House April 26, a day in advance of the industry sessions.

BLUE President Mark Woods and Executive Vice-President Edgar Kobak, as well as other officials of the network, are expected to address the affiliates at the afternoon meeting. Monday morning the BLUE Network Advisory Committee will meet.

Already aligned as among the principal speakers at the War Conference April 27-29 are Byron Price, director of censorship, and James Lawrence Fly, FCC chairman. A number of officials of OWI, including William B. Lewis, associate director of the OWI Domestic Branch, and Donald D. Stauffer, chief of the Radio Bureau, are scheduled for addresses.

Whether other networks and industry groups will hold meetings during the Chicago sessions is not yet known, though conversations are understood to be in progress regarding the advisability of individual meetings. The advisory committees of NBC and CBS, it is expected, will hold meetings and there may be a general affiliate meeting of Mutual stations.

NAB President Neville Miller, calling the War Conference "a military assignment," has suggested that station managers consider having their chief engineers, program directors and sales managers attend the sessions. Problems affecting them in the conduct of their departments will be discussed and policies reached, he said. Government or wartime agency representatives will participate in each session.

Mr. Price, in accepting the NAB invitation, said:

"Station and network managements and staffs are to be congratulated on the splendid manner in which they are observing the code of wartime practices for American broadcasters. I welcome the opportunity to address the radio industry on the subject of voluntary censorship now in its second successful year."

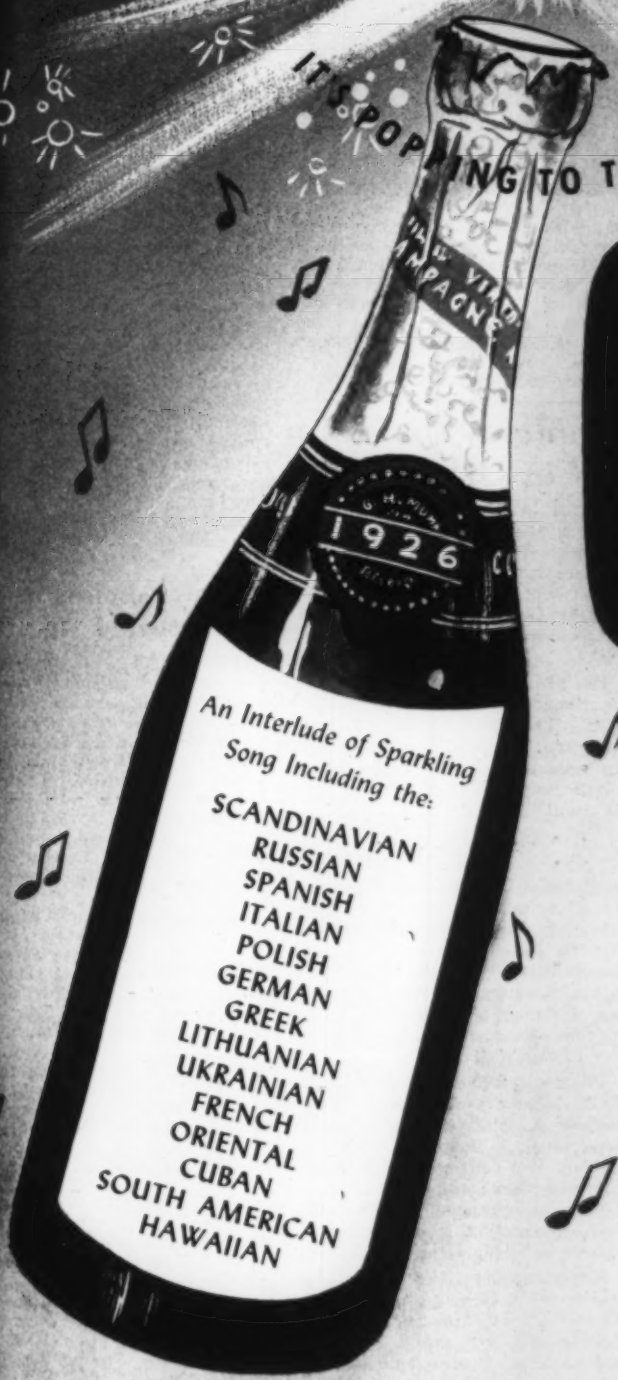
Chairman Fly notified President Miller he expected to discuss "the manpower, material and small allocation questions, as well as other aspects of wartime operation." He commented the meeting should prove valuable both to the Government and industry in providing an opportunity "for joint discussion of problems confronting wartime broadcasting."

"More than ever before," said the FCC chairman, "it is essential that we have a sturdy broadcasting industry because of its important role in military and civilian morale. Both the Government and the individual broadcasters are determined that broadcasting service shall be maintained unimpaired. I believe that this meeting will help us all in doing that job."

Howard Frazier, NAB engineering director, last week urged representative engineers from each NAB district to attend special conference meetings in Chicago. For those who cannot attend but who have problems or suggestions, he suggested that a "mail attendance report" be filed prior to April 17 at Washington headquarters. Solution of these problems, he said, depends upon an accurate knowledge of local conditions and a full exchange of individual experience among engineers."

POP

IT'S POPPING TO THE TOP!



WHOM'S Champagne Internationale MUSIC

1480 ON YOUR DIAL....

MON. THRU FRI.-9:30 P.M.

A tingling tune-tour of many lands . . . a melange of mellifluous melody with an international flavour . . . garnished with zesty comment (in English) . . . presented, fittingly, by WHOM—the foremost station catering to the seven million internationally minded radio listeners in our metropolitan melting pot.

PRAISE-A-POPPIN!

"Champagne Music is tops . . . I listen regularly." Mr. G. J., Brooklyn.

"Enjoyed the Russian number tonight . . . would love to hear Hungarian music, too." Mrs. D., Bayonne, N. J.

"Find your Champagne Music most enjoyable. Like the Scandinavian numbers." Mr. H. S., New Dorp, S. I.

"Our visiting French sailors enjoyed your program immensely. It takes us back to our beloved Paris. Merci!" M. M., N. Y.

"Champagne Music is sparkling . . . a refreshing change from the eternal noisy jitterbug stuff." A. M., Brooklyn.

(. . . and many many more!)

AGENCIES: Investigate this ideal program for reaching your vast international audience of New York — in English.

$119 weekly buys a ¼ hr. strip across the board — Mon. thru Fri. $42.50 buys 5 announcements across the board — Mon thru Fri.

WRITE OR PHONE: WHOM — N. Y. Studios & Office 29 W. 57 St. — Plaza 3-4204 — Joseph Lang, Gen. Manager

Round - the - Clock Bond Sale Planned

700 Stations to Give Over April 12 to Loan Campaign

FIRST details of individual station plans for Radio Day, around-the-clock Bond selling day on the vast majority of the nation's stations, were received by the Treasury last week. Over 700 stations, together with the four major networks, have so far signified they will devote April 12 to pushing the $13,000,000,000 Second War Loan Campaign.

Stuart Peabody, Borden Co. advertising director who heads promotion for the campaign, said that all media will cooperate throughout the month. He added that the Treasury is anxious to avoid recriminations similar to those following the December campaign when some Federal Reserve Banks bought newspaper space. To achieve this the Treasury has instructed the banks that no Government expense money is to be allocated for time or space.

Reports from New York indicated that many individual banks and financial organizations were planning to advertise during the campaign, but such expenditures are beyond control of Treasury instructions.

Plans of the first 50 stations replying to Sec. Morgenthau's telegram asking radio's cooperation [BROADCASTING, March 22], were listed in the Treasury's own War Bond sales promotion material. Some mentioned were: WAAT, to originate programs at Military Park, Newark; KECA-KFI, Los Angeles, tie-up with "Ice-Capades"; WCLO, Janesville, Wis., to organize a Wisconsin network; WSAV, Savannah, Ga., to cooperate with five theaters; WKBZ, Muskegon, Mich., organizing of 1,000 salesmen; KOL, Seattle, All-State Victory Network; Don Lee stations to cooperate individually and collectively.

WMCA, New York, attempting to arrange city network; KOA, Denver, planning statewide campaign, cooperating with other stations and newspapers, featuring nightly broadcasts by Gov. John C. Vivian; WHEB, Portsmouth, N. H., to devote 10 of 14 operating hours to Bonds; WELI, New Haven, to broadcast numerous rallies around the clock; WIBW, Topeka, Kan., featuring 1½ minute appeals by state and national leaders; WSLS, Roanoke, Va., to air talks by veterans of Australian and Guadacanal campaigns.

Chase Named to CBC

HOWARD B. CHASE Montreal, vice-grand chief of the Brotherhood of Locomotive Engineers, has been named by Prime Minister Mackenzie King to fill one of the two vacancies on the Board of Governors of the Canadian Broadcasting Corp. His term is for three years from Nov. 1, 1942. He will represent labor on the CBC board.

BASEBALL BRASS HATS got together with radio bigwigs last week to plan another broadcasting season via facilities of the Yankee Network. Front row we see (l to r): John Shepard 3d, general manager, Yankee Network; Eddie Collins, Red Sox general manager; Joseph R. Rollins, advertising manager, Atlantic Refining Co., a co-sponsor of the games; John Quinn, Boston Braves secretary; Les Quailey, N. W. Ayer sports director; back row (l to r) W. Wallace Orr, N. W. Ayer account executive; Linus Travers, executive vice-president, Yankee Network, and Gerald Harrison, network director of stations relations.

FCC Abolishes War Problems Division; All Personnel Absorbed in Other Units

HEEDING the suggestion of the House Appropriations Committee that the desirability of discontinuing its "War Problems Division" be considered, the FCC last Wednesday abolished the unit but absorbed all of its personnel in other branches of its law Department, largely to fill existing vacancies. The appropriations measure carried $206,000 for this division and a net savings of approximately $100,000 is entailed through the action, it was stated.

Nathan David, assistant general counsel, heretofore assigned to the War Problems Division, retains his status as assistant general counsel without portfolio, reporting to General Counsel Charles R. Denny Jr. for special assignments.

Questioned by House

Of the 40 employes in the abolished division—30 of them lawyers—five attorneys have been absorbed in the Broadcast Division of the Law Department under Assistant General Counsel Rosel Hyde. The balance have been distributed to other branches, mainly to fill existing vacancies, while the field force, largest single unit, has been transferred, for administrative purposes, to the Administration and Litigation Division, headed by Harry Plotkin.

In reporting the Independent Offices Appropriation Bill carrying $7,600,000 for the FCC last month, the Committee cited the request for $206,000 for the War Problems Division and for $28,000 for a hemisphere communications unit. It said it had not eliminated these funds because they were requested as a "national defense measure", but added that it regarded the value of these projects with "some skepticism and recommends that the Commission carefully consider the desirability of discontinuing them."

While the War Problems Division was abolished, the hemisphere communications unit is being retained upon recommendation of General Counsel Denny. Its staff includes five attorneys and three clerks.

The five attorneys transferred to the Broadcast Division are Hilda Shea, Leonard Marks, Jerome Spingarn, Robert Neuner, former professor of Yale Law School, and Olivia Sachs. For the most part they will fill existing vacancies.

Field Group Active

Transferred to the Administration and Litigation Division, under Mr. Plotkin, to fill vacancies, were Jeremiah Courtney, Leo Resnick (shortly slated to enter the Navy); Joseph Kittner, Robert Fenton and Sylvia Kessler. For the most part they will complete the organization of the administration section of Mr. Plotkin's division.

The field section of War Problems, largest independent unit, works for all divisions of the Law Department, including common carrier. For convenience, this section was placed under Mr. Plotkin, though assignments will be handled separately for the various divisions as circumstances warrant.

Simultaneously, the Commission authorized the closing of two field offices—at Atlanta and Dallas—leaving five such units. These are in New York, Boston, Chicago, San Francisco and Portland, Ore. The personnel totals 12 attorneys and four clerks.

The War Problems Division was created early in 1942 as the successor to the National Defense Section set up under Mr. David in July 1940. As its work developed, it was given the status of a division.

UNITED TO USE 25 OUTLETS FOR DISC

ONE OF THE MOST elaborate radio advertising campaigns to be used by the film industry was started last weekend by United Artists for its anti-Nazi release "Hangmen Also Die". United has set aside an appropriation to cover the purchase of time on 250 stations, advertising in every city or town in which the picture will show. A number of small stations usually overlooked by film advertisers operating on the "selected market" basis, are getting their share of the contracts.

Schedule calls for 18 "teaser" transcriptions a day for three days on each station prior to the opening of the movie in each community. Campaign started March 28, building up to a simultaneous opening April 1 in Syracuse, Kansas City, Baltimore, New Orleans, Cleveland, Rochester, Louisville, Providence and St. Paul.

A set of 18 completely different transcriptions has been prepared, each varied in tone to suit the mood of the listener at various times of the day. Starting on a pleasant note, shifting to a bolder tone, and ending in a philosophical mood. The recordings present brief excerpts and sound effects, avoiding dramatizations.

Donahue & Coe, New York, handles the account.

Grade Labeling Inquiry Is Reported to House

INVESTIGATION of plans of Government agencies to order grade labeling, and curtailment of newsprint, was reported favorably to the House last Thursday by its Rules Committee which had approved a resolution introduced by Rep. Halleck (R-Ind.) [BROADCASTING, Feb. 8, March 1, 22]. The resolution would authorize the House Interstate Commerce Committee to spend $10,000 on the inquiry.

Throughout the past week, Price Administrator Prentiss M. Brown was subjected to heavy pressure by elements in favor of and opposed to grade labeling. Twelve consumer groups warned him on Monday that "confidence of consumers in your administration" requires enforcement of grade labeling regulations. Food processors are fighting the measure on grounds that it is impractical and costly.

To Direct Symphony

ARTURO TOSCANINI and Leopold Stokowski will again conduct the NBC Symphony Orchestra next year, the 24-week 1943-44 season to be equally divided between the two renowned directors, according to Niles Trammell, president of NBC. The new season starts Oct. 31. The established Sunday afternoon period from 5-6 p.m. will be used.

Award to WNYC

MUNICIPAL Broadcasting System operating WNYC, New York, last Tuesday received a citation of merit for outstanding cultural service to the City of New York from the Municipal Art Society. Morris Novik, executive director of WYNC, received the award during ceremonies broadcast on the station at 4:45 p.m.

XUM

LOOK BEFORE YOU LEAP!

Many a good program is skating on thin ice. Coverage alone is not enough. To carry weight saleswise, radio coverage has to be pretty thick . . . and the thicker the better.

C. E. Hooper, who is engaged continuously in testing the thickness of station coverage, will tell you that WKY's coverage is by far the thickest of any station in Oklahoma City, morning, afternoon, and evening . . . two to three-and-a-half times thicker than the next station.

Give your radio advertising the chance to perform at its best in Oklahoma by putting it on WKY, the station that covers this state more widely and more thickly than any other station.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Paley's Annual Report Praises Net-Client War Coordination

American People Owe Debt to Advertisers Who Make Possible a Free Radio, Says CBS Head

"AMERICAN broadcasting has ably demonstrated during 1942 how its usefulness to our social and economic life in peace can become invaluable in war," says William S. Paley, CBS president, in his annual report to stockholders, issued last week.

Describing the merger of the network's "own creative talents, experience and broadcasting facilities with the skilled radio showmanship of CBS clients" to transform peacetime broadcasting into "an instrument of service to the nation in wartime," Mr. Paley continues:

All Contribute

"Everyone who has helped in this coordination of broadcasting has played a praiseworthy and essential role. The popular radio artist whose devoted CBS audience is numbered in the millions and whose entertainment now includes messages of vital wartime importance; the radio writer who phrases a stirring script; the producer who brings it to inspired life before the microphone; the engineer who keeps the physical machinery of radio working smoothly and efficiently during an important international broadcast; the CBS news correspondent who moves up to the front lines of battle in Africa, China or the South Seas to get the stark reality of news as it is made; all of these, with many others whose roles were less conspicuous, are today in the service of their country.

"The American people," Mr. Paley declares, "owe a great and real debt to the hundreds of advertisers who, by their investment in broadcasting time, make possible a free American radio—and who, without exception during 1942, repointed their own programs toward the manifold, urgent projects of war.

"During the year there were 66 such advertisers on the Columbia Network, and the number who swiftly and skillfully put their CBS radio programs to work for the war effort was precisely 66. Some of them produced special programs wholly concentrated on war topics; some of them wove war themes into the plots of their regular programs; many of them sponsored news broadcasts which were the very essence of war information; all of them served from time to time as the vehicles for official appeals and announcements inspired by the Government. These advertisers and their agencies, in collaboration with the Office of Facts and Figures (later the Office of War Information) launched and have continued an ingenious and orderly 'Network Allocation Plan' whereby each of the major projects of the war is broadcast, at the season of its greatest urgency, in a planned sequence to the mass of people."

Covering every phase of CBS operation, the report states that during 1942 four of the eight CBS owned and operated stations went on 24-hour daily schedules to serve as "key" monitor stations for the Army Fighter Command, providing as a by-product of this service entertainment during the early morning hours for war workers whose nights have become days for the duration.

Programs, Listening Post

From Dec. 7, 1941, to Dec. 7, 1942, CBS operated 6,280 hours; broadcast 6,471 war programs, 3,723 war announcements, plus 4,158 broadcasts of war news and news analysis. The CBS listening post recorded, transcribed and translated more than 30,000 broadcasts from 40 different points of the globe.

With television broadcasts reduced last June from 15 to 4 hours a week and program experiments curtailed, the CBS television engineering staff "dedicated itself almost exclusively to special projects in war research . . . The experiences, skills and techniques developed in this field by the electronic engineers who are adapting them to the critical new problems of modern warfare are certain to play an important role in planning the post-war development of television."

Appended to the president's report is the financial report of Frank K. White, vice-president and treasurer, which shows that during the 52 weeks ending Jan. 2, 1943, the network's gross income totaled $62,211,573, an increase of $2,755,268 from the $59,456,305 gross income for the 53 weeks ended Jan. 3, 1942. Increased operating costs and Federal taxes, however, reduced the net income for the period by $681,036, from $4,804,734 in 1941 to $4,123,698 in 1942, or from $2.80 to $2.50 a share. Cash dividends of $1.50 a share were paid in 1942, compared with $2.00 a share in 1941.

LABOR TOOK THE AIR in Phoenix when the Arizona State Federation of Labor, with 18 unions participating, signed a year's contract for a five-weekly quarter-hour newscast on KOY. Contract signer is Earl G. Rooks, president of the Federation (recently named to the Arizona Industrial Commission by Gov. Sidney P. Osborn). Seated also is A. E. Williams, secretary of the Building & Trades Council. Standing are (l to r): Don A. Baldwin, secretary, Hotel & Restaurant Employes Local 631; W. R. Austin, KOY sales department; Wade Church, public relations counsel; Harold A. Safford, manager of KOY, whose cowboy "git-up" was a part of Rodeo Week in Phoenix.

ARMOUR AIR COURSE

Arranged for Executives by Clair Heyer

TO ACQUAINT the advertising staff and department executives of Armour & Co., Chicago, who pass upon advertising expenditures, with radio as a medium, a series of two evening sessions was arranged by Clair Heyer, Armour radio advertising manager, in the studios of NBC at the Merchandise Mart, Chicago.

NBC and BLUE executives explained radio operation, programming, merchandising and promotion, and gave examples of successful radio utilization. Paul McCluer, sales manager, Jules Herbuveaux, program director, and Bill Weddell, assistant sales manager, of NBC Central Division; Merritt Schoenfeld, sales manager, and Emile J. Huber, promotion director, of BLUE, Chicago, addressed the sessions. Similar meetings explaining the behind-the-scenes operation of other media are being sponsored by Armour for its executives.

Razor Repair Spot

AUGMENTING a test campaign for its repair service started on WABC, New York, March 1, Packard Lektro-Shaver Sales and Service, New York, has purchased three participations weekly on *Morning in Manhattan* on WEAF, New York. Ray Hirsch Co., New York, handles the account.

WALB Hearing Moves to Atlanta

FCC Grants Herald Petition For Resumption April 5

RESUMPTION of the FCC's inquiry into the application of WALB, Albany, Ga., for renewal of license, on April 5 in Atlanta, was authorized by the Commission last week. The renewal proceeding involves purported participation on WALB's behalf by Rep. E. E. Cox (D-Ga.), chairman of the House Select Committee to investigate the FCC.

The Commission, by a 4-3 vote, granted the Herald Publishing Co. application for adjournment of the hearing set for March 23 to April 5, at the Federal Building in Atlanta. The proceeding covers not only renewal of license, but the station's application for a construction permit and for voluntary assignment of the license to a new corporation.

Tounsley May Be Excused

"At the time of the adjourned hearing," said the Commission action, "it is expected that each of the parties will present such evidence as may be necessary to a completion of its case." The Commission added it would not require the further attendance of C. D. Tounsley, official of the Herald Publishing Co., "if convincing evidence at that time is presented to the examiner that Tounsley's attendance at such hearing will be seriously detrimental to his health."

It is understood the Commission originally was divided on the postponement, with the majority led by Chairman James Lawrence Fly opposing the continuance. The three-to-three tie was broken, however, with the vote of the seventh Commissioner, who had not attended the meeting at which the vote originally was taken.

Crosley OWI Petition

A NEW international broadcast station to operate on 6080, 9590, 11710, 17800, 15250 and 21650 kc. is sought by the Crosley Corp., now operating WLW and WSAI, Cincinnati, standard broadcast stations, and WLWO, shortwave transmitter at Mason, O. The new station is planned as a unit of the OWI chain employed in the Government's psychological warfare and its programming will be under the direction of the OWI and the CIAA. Transmitter equipment is leased from KFAB Broadcasting Co., Lincoln, Neb., operator of standard broadcast station KFAB. Power requested is 50 kw., emission A3, and to share on all frequencies with WLWO, WLWL, WLWR, WIWS.

Fertilizer Spots

NITRAGIN Co., Milwaukee (fertilizer), has placed one-minute spot announcements thrice-weekly on WLS WHO WTAD WIBW WDZ KMA KFNF WHKC and the Wisconsin Network. Contracts for six weeks were placed through Western Adv. Agency, Racine, Wis.

XUM

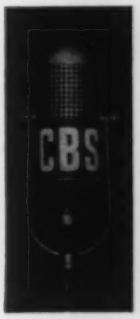
The best way to sell all three parts of the West Coast Market...

★ **1 IN WASHINGTON AND OREGON,** where half the population and buying power lie *outside* the four Metropolitan Districts, you need *power* for efficient radio coverage. Through KIRO, serving Seattle-Tacoma with the only 50,000 watt transmitter in the Northwest...through KOIN-Portland and KFPY-Spokane...the Columbia Pacific Network covers *both halves* of this market with *three times the wattage of any other network in the area.*

★ **2 IN NORTHERN CALIFORNIA,** where people and dollars are chiefly concentrated in the Metropolitan Districts, you need *coverage from within.* Here KQW blankets the San Francisco-Oakland and adjacent San José Districts with a directional power pattern...while KROY-Sacramento, KGDM-Stockton and KARM-Fresno provide the *only* coverage-from-within of *any* single network in Northern California's three other Metropolitan Districts.

★ **3 IN SOUTHERN CALIFORNIA,** where more than four-fifths of the market is confined to the Los Angeles and San Diego Districts and the forty mile coastal strip in between, a *single powerful* station can do the job for you economically. KNX—pouring 50,000 watts directly into Los Angeles and across salt water into San Diego—provides a daytime primary area that contains more than 99% of all Southern California's population and buying power.

★ *The Columbia Pacific Network has made a detailed, informative study of each of these three major marketing sections of the Pacific Coast. Get the story from your nearest Radio Sales office.*



Columbia PACIFIC Network

A Division of Columbia Broadcasting System. Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales with offices located in New York, Chicago, St. Louis, Charlotte.

WPID, Petersburg, Va., to Quit, First Under FCC's New Policy

Station Can't Get Personnel, Petition Declares; Adds Money Has Been Lost Since Opening

FIRST station to "toss in the sponge" since the FCC's policy ruling of March 9 refusing operation suspensions for the duration without prejudice is WPID, Petersburg, Va. local, which advised the FCC last week it is surrendering its license effective March 31.

The decision to surrender the license came after the FCC had ruled in the case of WPID and of KAST, Astoria, Ore., that as a matter of policy it would not authorize suspensions for the duration, but would consider requests for permission looking to temporary suspensions for short periods [BROADCASTING, March 15]. Whereas WPID has elected to surrender its license, KAST intends to continue operation [see story on this page].

WPID, according to available information, is the sixth station to suspend operation since the war's advent. Last Tuesday the FCC authorized deletion of the call letters of WJWC, Hammond-Chicago, which had turned in its license a month ago.

Newspaper Affiliate

WPID is affiliated with the *Petersburg Progress-Index*. The newspaper organization also is associated with the *Norfolk Virginian Pilot*, which operates WTAR. The Lewis-Huber Newspaper Corp., of Norfolk, owns the majority of the common stock of the Petersburg Newspaper Corp. Frederick Lewis Jr., chairman of the board of the Petersburg Corp., is also vice-president of the Richmond Times-Dispatch Publishing Co.

In a letter to the FCC March 15, Mr. Lewis pointed out that the station has suffered additional heavy personnel losses since its original petition of Feb. 25 was filed and that its economic outlook is not good. In making the decision, he said his company had given full consideration to its responsibilities in the war effort. Programs of this type, however, will be available to the area from WRVA, with 50,000 watts, and WRNL and WMBG, both using 5,000 watts, all in Richmond, about 20 miles away, and all delivering acceptable signals to Petersburg.

"We expect to maintain our studio and transmitter equipment intact and in excellent condition, and when the war is over again to apply for license and, if granted, to resume the local service previously rendered by WPID," said the letter.

In its petition of Feb. 25, WPID brought out that due to a combination of sharply declining advertising revenue and increasingly heavy losses, and the impossibility of obtaining competent personnel it "has become impossible to continue operating with service acceptable to the listening public in the area served by WPID."

In 1941, WPID showed a loss of $2,874 and in 1942 the loss was $8,025. Because of rationing of articles sold by local advertisers and disappearance from the market of many non-rationed products, "it is felt that the operating loss for 1943 would be sharply increased over 1942," said the petition.

The personnel problem, however, was cited as of equal if not greater importance than the economic losses. The station said it was unable to compete with other larger and better situated stations in hiring and keeping competent help. Since the station began operating in June, 1940, it has had three managers, five sales managers, 16 engineers and 29 program and clerical personnel, a total of 54, or a complete turnover six times in less than three years, most of the turnover occurring in the last 12 months. Of these 54 employes, 25 averaged less than three-month terms of employment, the station having lost them to other stations able to "hire them away from WPID at higher salaries and other inducements of work at a network and larger station."

The last manager resigned to join OWI, the petition stated. Because of the manpower problem, the quality of service "is steadily declining," said the petition. The Commission was asked to give the matter prompt attention because the personnel situation was "exceedingly critical."

IN THE SPIRIT of his commercials, Commentator "Prof." William C. Lang has a hearty breakfast before his 7:15 a.m. newscast for Wheaties on WNAX, Sioux City-Yankton. At least the photo is supposed to symbolize that, with Wynn Hubler, WNAX feminine newscaster, obliging with the Wheaties. Program began March 15, and is aired six days weekly.

Bond Adds

BOND STORES Inc., chain store for men's clothing with headquarters in New York, has expanded to two additional stations, and has resumed news programs on 10 stations after a brief lapse of time following the completion of a 13-week cycle started in September. Bond has signed for a six-weekly musical clock program on WTAM, Cleveland, and a six-weekly news program on WCOL, Columbus. Firm, now using news and musical programs on about 38 stations throughout the country, has resumed news periods for a 13-week period on WJW KFBR KRLB KGKO WHP WDRO KROW WCAE WTRY WBRE. Agency is Neff-Rogow Inc., New York.

KAST to Stay as Long as There's Steam Enough to Get a 'Tootle Out of Whistle'

AS LONG as there's enough steam to "get a tootle out of the whistle" KAST, Astoria, Ore., will not fold up, James C. Wallace, manager, advised T. J. Slowie, secretary of the FCC, in a telegram last week.

KAST had been listed by the FCC as one of a half-dozen stations which had suspended operations due to wartime economic losses. Later, however, the FCC denied applications of both KAST and WPID, Petersburg, Va., for authority to suspend [BROADCASTING, March 15]. In denying the requests the FCC made known its formal policy that no authorizations for suspension would be granted, but that on individual basis, requests for permission to temporarily suspend for short periods would be considered.

250 Watts Power

Operating on a frequency of 1230 kc., KAST, an affiliate of MBS and the Don Lee network, has 250 watts power. It is owned by the Astoria Broadcasting Co., of which M. R. Chessman is president.

Mr. Wallace's telegram to Mr. Slowie follows:

"Your assistance in clearing up statement page 54, March 15 issue of BROADCASTING would be greatly appreciated. BROADCASTING lists KAST among those having suspended operation. This is incorrect. We submitted application for suspension which Commission acted upon and denied. Subsequently Commission has clarified suspension policy.

"Please inform BROADCASTING that KAST at present time has no intention of suspension. Although indefinite future may irrecoverably force suspension, the station knows now where it stands. While we represent whistle-stop radio, the station intends to operate just as long as there is steam enough to get a tootle out of the whistle.

"It may take a prayer in one hand and a club in the other but we intend to keep pitching. After all a license in hand is worth the effort even in the bush leagues. Thanks for cooperation."

B. ALTMAN STARTS PROGRAM ON WJZ

IMMEDIATELY following the conclusion of a 10-week test campaign on WJZ, New York, by the manufacturers of Queen Make Dresses, B. Altman & Co., New York department store and local outlet for Queen Make, started a weekly participation on Nancy Booth Craig's *Woman of Tomorrow*, for its budget dress shop. The program is the same previously used by I. Ginsberg & Bros., New York, for Queen Make Dresses, in one of the first radio ventures in the moderate-priced dress field.

The Altman contract appears to be a direct result of the dress firm's campaign, which drew thousands of requests for a novelty doll sachet and mail order form offered once a week for eight weeks starting Jan. 15 [BROADCASTING, Dec. 21]. Due to difficulties in obtaining material for the dress featured in miniature in the card, the offer was not repeated on the two concluding broadcasts of the Queen Make test.

Contract for a weekly participation on WJZ, starting March 16, marks the first use of radio by Altman. Commercials call attention to the store's moderate-priced dresses, without featuring any particular brand name. Altman agency is Kelly, Nason Inc., New York. Abbott Kimball Co., New York, handles advertising for Queen Make.

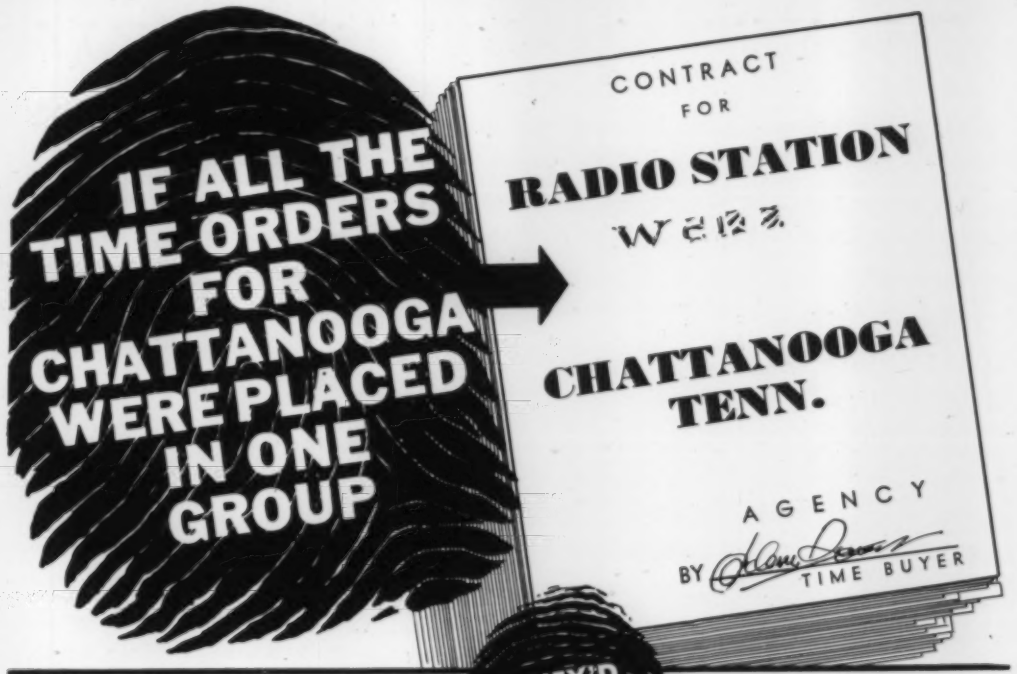
Locals Get 'Tracy'

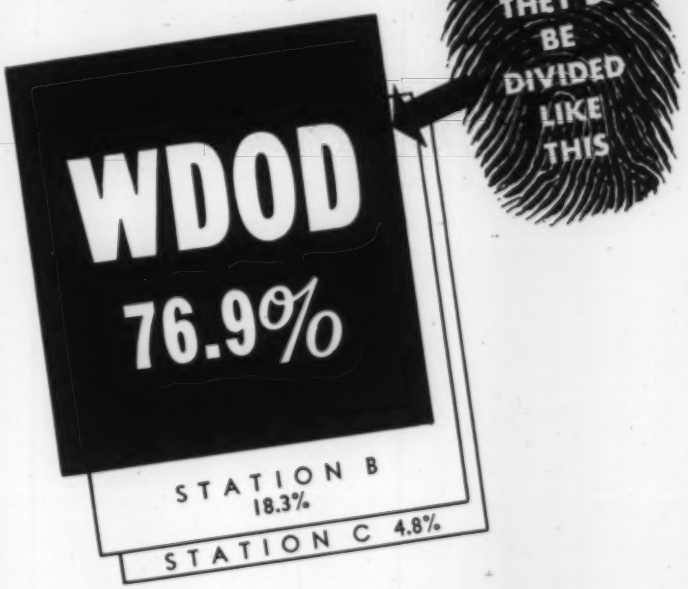
SIXTH BLUE series offered to affiliates for local sponsorship is *Dick Tracy*, program dramatizing the newspaper cartoon strip. Sweets Co. of America, Hoboken (Tootsie Rolls), started the program March 15 on 31 BLUE stations, Monday, Wednesday and Friday, 5:15-30 p.m. [BROADCASTING, March 15]. The feature will be offered to local sponsors for Tuesday and Thursday on these 31 stations and for Monday through Friday on all others of the BLUE. First local sponsor is Fischer Baking Co., Newark, which has contracted for the program for Fischer Enriched Buttercup Bread on WJZ, New York, Tuesday and Thursday. Agency for Fischer is W. E. Long Co., Chicago. Sweets Co. agency is Duane Jones Co., New York.

KDYL CP Denied

THE FCC on March 24 announced adoption of its proposed findings to deny without prejudice the application of the Intermountain Broadcasting Corp., operator of KDYL, Salt Lake City, for construction permit to change frequency from 1320 to 880 kc., increase power from 5 to 10 kw., make changes in directional antenna for both daytime and nighttime use and change transmitter. The decision was expected in view of the order of April 27 freezing equipment.

JACK KAPP, president of Decca Record Co., New York, is in Hollywood interviewing film studio musical heads, publisher representatives, songwriters and artists on future recording activities when the AFM ban on transcriptions and recordings is lifted.





ACCORDING to a recent survey of national business placed in Chattanooga, Time Buyers throughout the nation have registered their overwhelming preference for WDOD over all other Chattanooga radio stations.

A Sales Management High-Spot City

Sales Management's most recent High-Spot survey shows Chattanooga leading all Tennessee cities in sales increase. Employment in manufacturing industries in August, 1942, was 35.3 per cent above the 1939 average.

THE TIME BUYERS' STATION

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

TIME OUT from war for Lt. E. K. Cargill, former president-manager of WMAZ, Macon, Ga., to catch up on his radio. He visited WMAZ recently while enroute from Indoctrination in USNR at Quonset Point, R. I., to a new assignment.

'DEAD AS MUTTON'

H. G. Wells Says Newspapers Will Be Scrapped

NEWS in the future will be distributed by radio and telephone, H. G. Wells, British historian, and forecaster of things-to-come, told the British Assn. for the Advancement of Science last week.

Declaring that newspapers are "dead as mutton" and will be "relegated to the scrapheap," he said it seems more reasonable to dial news for a summary of the past few hours than to buy "three or four newspapers to find out what is being concealed from us."

KFQD Power Increase

BECAUSE of military operations in Alaska which demand additional service, the FCC on March 23 granted KFQD, Anchorage, a construction permit to install a new transmitter and increase power from 250 to 1,000 watts, subject to condition regarding materials and that permittee will satisfy legitimate complaints of blanketing. The grant is made to the Anchorage Radio Club, present licensee, with consent to transfer to William J. Wagner, owner since Feb. 3, 1942, as soon as transfer has been completed [BROADCASTING, March 8].

Standard Buys V-8

STANDARD BRANDS Inc., New York, has signed a contract with Loudon Packing Co., Terre Haute, Ind., for purchase of that firm, subject to approval of Loudon stockholders at a meeting to be held April 30. Chief product of Loudon is V-8 cocktail, a vegetable beverage. Stockholders will also be asked to vote on immediate dissolution and liquidation of the firm. It is expected the same personnel will continue in the management of the business for Standard Brands. Current agency for Loudon is Western Adv. Agency, Racine, Wis.

Coffee Crisis

S. A. SCHONBRUNN & Co., New York, on Feb. 15 started weekly programs on WOV, New York, and WPEN, Philadelphia, to tell listeners that while its Medaglia D'Oro coffee is not available now, it will be back on the market soon. Pettinella Agency, New York, handles the account.

Transportation Ban Expected To Keep Season Audiences Up

Entertainment Units Passing Up Small Towns; Many Areas Deprived of Live-Talent Shows

TRANSPORTATION restrictions, which will deprive small communities of live-talent stage presentations, are expected to lead to bigger radio audiences this year, instead of the usual seasonal slump in listening.

A check of various stations which have been sending out hillbilly road units indicates that the Office of Defense Transportation ban on travel by private bus [BROADCASTING, March 8], which became effective March 15, will preclude any public appearances of entertainment units in smaller communities. There is a trend on the part of radio units to play larger cities, easily accessible by public transportation.

Entertaining Service Men

Although the WLS (Chicago) Concerts Bureau has not been booking the complete National Barn Dance for road dates since the war began, a few Fair dates were played last summer. Since most of the State and County Fairs are being cancelled this year, it appeared likely, according to WLS officials, that the Barn Dance would confine its entertaining to regularly scheduled broadcasts.

The Alka-Seltzer portion of the National Barn Dance (NBC 9-9:30 p.m. Saturdays), with a troupe of 45, has been making appearances at Army and Navy bases, traveling by train or chartered bus. Whether regional ODT representatives would see fit to issue permits for such travel in the future remained uncertain, although it was held likely that entertainment of soldiers, sailors and marines would be considered necessary to military morale.

The Alka-Seltzer group, as well as other units of the National Barn Dance company of 100, have taken active part in War Bond drives and other Government projects.

Playing Larger Cities

WSM, Nashville, Tenn., changed from private-car and bus transportation for units of its *Grand Ole Opry* to public conveyances at the outset of gasoline and tire rationing. Before then units of the *Grand Ole Opry* had played at school houses, town halls and theatres in the smaller communities.

Since travel restrictions, however, various units making up the *Grand Ole Opry* have been organized into larger troupes for appearances in larger cities such as Cincinnati, St. Louis, Birmingham, Houston and Fort Worth, according to Harry Stone, WSM general manager.

"Where we are hurt is with the smaller units and particularly those having commitments during the week on the station and are consequently unable to travel great distances," said Mr. Stone. "These people have made repeated efforts to get additional gasoline to play nearby dates but the rationing boards here in Nashville have been very unsympathetic.

WLW Area Hit

"All in all it isn't a very encouraging picture for the reason that big cities with auditoriums are limited and we soon will have played all of them within the reach of Nashville. Then I don't know what we are going to do."

The *Grand Ole Opry* continues to play to 3,000 and 4,000 persons each Saturday night in Nashville.

Perhaps one of the hardest hit areas will be the territory served by the Boone County Jamboree of WLW, Cincinnati, which has traveled in a privately-owned bus the last three years. Whether the ODT regional office in Cincinnati has granted WLW permission to use the bus for any operations could not be learned.

William J. McCluskey, manager of WLW Promotions Inc., talent booking division of the station, told BROADCASTING that the Boone County Jamboree in the past had conducted War Bond drives at all Fair dates and in many local appearances. The WLW bus also was used to transport the unit to Fort Thomas, Ky., the Veterans Hospital in Dayton and other military posts where the Jamboree troupe entertained service men.

It appeared likely, in view of the ODT ban, that individual units of the Boone County Jamboree, which have been playing one-night stands in small communities in Ohio, Indiana and Kentucky, would join the WLS and WSM talent in passing up the smaller towns.

Also hit by the ODT transportation ban are many small traveling shows and orchestras, not directly connected with radio, which means that those of the small urban communities will be deprived of live-talent stage entertainment. In face of transportation restrictions and other wartime developments, industry leaders anticipate little seasonal drop in summer listening this year.

PROMOTION FOR 'UNCLE SAM'

Campaign For OWI Transcribed Feature Brings Quick Results For Sponsor

OWI TRANSCRIBED program *Uncle Sam*, 15-minute, five times a week feature sent to all standard broadcast stations in the country, was the subject of a recent promotion and merchandising effort which achieved outstanding results for WCHS, Charleston, W. Va., and the sponsor, Cohen Drug Stores, a local chain.

Six-point campaign, planned by promotion manager Sam Molen, started last Feb. 8 when a student from Morris Harvey College put on the traditional garb of "Uncle Sam" and attracted much attention from downtown crowds carrying a large placard reading on one side "You oughta listen to me once in a while . . . I listen to you" and on the other "Uncle Sam . . . WCHS . . . 5:00 P.M. Daily".

Walking through the downtown shopping district, Uncle Sam distributed complimentary tickets for the show which read, Seat: Your own arm chair . . . via WCHS. This and similar messages were also printed on blotters distributed to Charleston high schools.

Clerks in the Cohen stores gave away pencils in assorted colors also bearing news of the show, and a special window display was constructed in one of the Cohen downtown stores calling attention to the program and the time it is aired.

Announcements were carried in all drug bulletins and in the newspapers, which cooperated perfectly in promoting the feature. Cohen Drugs, which have contracted for one year's sponsorship, already report a marked increase in the sale of vitamins.

WCAU PLANT YIELDS 45 TONS OF SCRAP

DISMANTLING by WCAU, Philadelphia, of its former 50,000-watt transmitter building at Newtown Square, Pa., will make available approximately 45 tons of scrap metal—potential armor plate, cannon, shell casings and other munitions. From an underground network of about 30,000 feet of No. 8 copper wire laid out in 100 radials from the transmitter plant will come vital copper, which is the foremost metals salvage objective of the WPB for 1943.

The scrap yield, as estimated by the Special Projects Salvage Branch of the regional WPB office in Philadelphia, will include at least 8,000 pounds of copper and other non-ferrous metals, the remainder consisting of iron and steel. Wrecking of the plant was begun last week by the Integrity Wrecking Co., according to Dr. Leon Levy, president of WCAU and radio consultant of the Philadelphia region of the OWI.

The scrap to be salvaged is in addition to 30 tons of iron and steel recovered and put into war production when WCAU wrecked its old Newtown Square transmitting tower more than a year ago. The plant and tower being salvaged were built in 1931 and used by WCAU from 1932 until 1941, when, to improve its service, the company erected its present transmitter plant and tower at Moorestown, N. J.

The New York Times.

SUNDAY, FEBRUARY 21, 1943.

MR. JACOB GOT AROUND

THOUGH he now discusses the news six times a week at 7 P. M. for Station WOV, which most commentators would deem a tolerably busy existence, Hans Jacob is practically loafing. By comparison, that is, with what used to be his schedule. There was a time in the career of Mr. Jacob—1935 to 1940—when he was on the air at least ten or twelve times a day, to the intense annoyance of Joe (now known as Jumpy Joe) Goebbels.

That was when he (Mr. Jacob) was the Voice of Radio Strasbourg, talking from Paris to the underground radio listeners in Germany, aiming his bitter thrusts in a series of broadcasts that totaled 10,000 in five years. Then, with the fall of France, he was on the move again. A dramatic life, Mr. Jacob's.

It started forty-six years ago in Berlin, where he went to college, becoming a philologist by profession, a scholar accomplished in five languages, a contributor to French, English and Italian publications, the author of plays and novels. But it was in 1927 that, in a sense, the career he now follows took shape.

Tourist

For it was then that he was appointed official interpreter on assignment to the German Government, in which capacity he attended League of Nations meetings and other momentous parleys around the world, thereby gaining first-hand knowledge of sundry political, military and diplomatic leaders who were shortly to make history and about whom he now talks intimately. All that ended pretty abruptly, however. In 1933, when Hitler came to power, Mr. Jacob was at a meeting in Geneva. He did not go back.

Instead he went to France, where, in 1935, he was engaged by the French Government to make simultaneous confidential translations of Hitler's speeches and in 1936 to translate anti-Nazi broadcasts into German. With the outbreak of the war he was maintained in service, though other foreigners in France were sent to concentration camps, nor was he forced to flee until July, 1940, when the fifth column gained control.

On these shores Mr. Jacob has gained a certain reputation for prophecy, though he is anything but a self-appointed seer. Thus, on Oct. 16, 1941, you might have heard him telling his radio audience that "the Japanese plan for action is all set. The timing is theirs, the surprise ours." On Aug 7 last year, when Stalingrad's outlook was darkest, he was saying that "not the Russians but the Nazis are in a desperate position." And in October, a couple of weeks before the invasion of North Africa, he was pretty close to the bullseye with a prediction that "the African front will be a second front, with all the trimmings and consequences."

Withal, he is a bit of a wag, too. Laval is the "Thief of Government." The French in North Africa suffer an acute case of "Peyroutonitis." And Heinrich Heydrich was "the first Nazi Big Shot-shot."

WOV listeners hear Hans Jacob every evening except Sunday at 7:00 o'clock

WOV NEW YORK

.—.— FOR VICTORY

National Representatives: Joseph Hershey McGillvra

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

Foreign Language Vigilance Remains

Censorship Still Responsible For Personnel; Code Revised

REVISION of the foreign language section of the Code of Wartime Practices for American Broadcasters [BROADCASTING, Mar. 22] does not relax regulations governing personnel of such stations, it was emphasized last week.

The revision, authorized by Byron Price, Director of Censorship, and announced by J. H. Ryan, Assistant Director in charge of the Broadcasting Division, no longer requires the management of foreign tongue stations to keep English language translations of broadcasts in other languages.

Management Complimented

"Our original purpose was to establish a format which would make more effective the voluntary efforts of managers of these media in censoring their own operations," said Mr. Ryan. "In the early stage of this procedure, we felt there should be some check, in English, against the foreign version. The voluntary efforts of broadcasters, pursuing the suggestions of the Code, in staffing capable linguistic censors now makes possible a relaxation."

Mr. Ryan emphasized that the new revision should "not preclude strict enforcement of other suggestions in the foreign language section." He paid tribute to the foreign language broadcasters "who so diligently enforced the English-translation request in the face of such handicaps as manpower shortages." That diligence, he added, has made the change possible.

The Code of Wartime Practices, revised as of Feb. 1, 1943, provides that "the Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connections, direct or indirect, with the medium. . . . This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason."

Bronson on Tour

Edward H. Bronson, chief of the Foreign Language Section of the Censorship Broadcasting Division, is on a month's tour of foreign language stations in Texas, Arizona, New Mexico and Southern California. He recently completed a visit to New York stations. Representatives of the Office of Censorship plan to visit New England, Midwestern and Northern California stations shortly.

Text of the Censorship release, tenth made to American broadcasters, follows:

In Section III (Foreign Language Broadcasts) of the Code of Wartime Practices for American Broadcasters (Edition of Feb. 1, 1943), make the following changes:

Paragraph (b) Scripts, line four of paragraph delete—"with an English translation".

Paragraph (b) Scripts, line nine of paragraph, delete—"with their translations".

Paragraph (c) Submission of Scripts, line three of paragraph, delete —"When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted."

This means that the Office of Censorship no longer deems it necessary in the interest of security for management of radio stations broadcasting programs in foreign tongues to require English translations of such programs.

All other requests in Section III of the Code still apply.

Womanpower

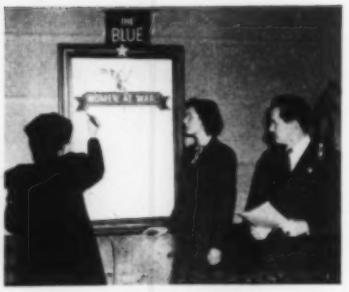
SALES STAFF of WPAR, Parkersburg, W. Va., is now manned entirely by women. Mildred Chernogg, Frances Inslee and Mrs. Hazel Chapman are taking the programs to the advertisers and bringing back the business, thus solving the manpower question for this department of WPAR.

Westinghouse Orders Up

WESTINGHOUSE reflected industry's accelerated war production with an increase of 85% in orders, 1942 over 1941. Volume was $1,079,636,238. A little more than 97,000 employes received $239,634,071. Net income for 1942 was $17,366,841, a decrease of 25% from 1941.

Food Firm's Program

KITCHEN ART FOODS, Chicago (Kitchen Arts Rice Feast), is sponsoring a thrice-weekly five-minute program on WMAQ, Chicago. Program features Happy Jack Turner, pianist. Agency is Earle Ludgin Inc., Chicago.



TO SPUR PATRIOTIC effort of housewives in all phases of the war effort, Hilda Woehrmeyr, continuity director of WOWO-WGL, Fort Wayne, Ind., conceived this "Women at War" plaque on which names are inscribed by nomination of listeners to the station's *Modern Home Forum* program. First to inscribe her name is Mrs. Henry Troyer of Paulding, O., first woman to buy a War Bond through the *Modern Home Forum*, with Jane Weston, director of the *Forum*, and Clair Weidenaar, announcer, looking on. It is expected that about one name weekly will be added to the list.

Guild Theatre to House Mutual Audience Shows

GUILD Theatre, 245 W. 52nd St., New York, has been leased by WOR, New York, for origination of all major Mutual network programs requiring audience facilities. Taking occupancy some time in April, the station will vacate the New Amsterdam Theatre Roof on W. 42d St., which has served as the WOR-Mutual Radio Playhouse for the last seven years.

In announcing the playhouse lease, Lawrence Langner, founder and administrative director of the Theatre Guild, stated that the arrangement might be expected to lead to further cooperation between the Guild and Mutual in the field of radio and drama. WOR is taking over only the theatre itself in the Guild building, with the Guild administrative offices continuing to function as Guild headquarters. The new WOR-Mutual Theatre seats 950 persons.

CLAROSTAT Mfg. Co., Brooklyn, makers of electronics components, has opened a second plant in Brooklyn. The firm received the Army-Navy E for its first plant last November.

LACTIC TOAST completed the plans for the new BLUE series *Voice of the Dairy Farmer*, to be sponsored by American Dairy Assn., Chicago (dairy farmer cooperative), starting March 21 on 55 stations, Sundays, 1:45-2 p.m. Program features Commentators Clifton Utley and Everett Marshall. Lifting their milk-filled glasses are (l to r): Ray Hamilton, BLUE salesman; Owen Richards, general manager, ADA; Bryce S. Landt, chairman ADA advisory committee; Wilfred Shaw, chairman ADA organization committee; Jack Rheinstrom, account executive, Campbell-Mithun, Chicago, handling the account; Ralph B. Campbell, president, Campbell-Mithun, Minneapolis.

NEWTON TO CHICAGO AS BBC REORGANIZES

EXPANSION and reorganization of the activities of the BBC in this country in the form of a new office in Chicago, new traffic and publicity departments and various personnel changes, were announced last week by the BBC New York offices.

William Newton, who has headed the BBC news and special events department in New York for Eastbound traffic, will manage the Chicago office as BBC representative in the Midwest. Mr. Newton has been in the news and programming department in London and was also manager of overseas publicity.

The traffic department will supervise all activities in cooperation with American networks and stations. In charge of the Westbound division will be Stephen Fry, formerly with the BBC in London. His senior assistant will be Jack Hooley, who has been handling publicity and traffic in the New York office, while Fry's junior assistant will be Rhoda Magid. Replacing Mr. Newton as head of Eastbound traffic will be Michael Barkway, former manager of the Empire News Dept. of the BBC in London.

A special publicity department will be created in the New York office. Assistant manager is Robert Wilson, freelance publicity agent, and formerly in the news room of WNEW, New York.

A temporary exchange of personnel between the London and New York offices was also announced last week with the arrival in New York of Ernest Davies, in charge of North American Intelligence in the BBC research division. Henry David, head of research in the BBC's New York office, plans to go to England for a three or four-month period.

WANTS HIS NEWS

Councilman, Radio Fan, Swings —Vote to Slow Time—

RADIO played an important role in turning back the clock an hour in Hamilton, O., last week. The Hamilton City Council, meeting Mar. 22, voted 4-3 to adopt Eastern Standard Time to conform to the Ohio Legislature's recent action [BROADCASTING, Feb. 22].

Hamilton was split on the daylight savings issue. So were the seven councilmen until Dr. Mark Milliken, dean of the Council and a physician, remarked that he would vote to turn the clocks back an hour because he had to stay awake an hour longer each night to hear his favorite news broadcast on WLW, Cincinnati, at 11 p.m.

When the Ohio Legislature abolished War Time, Cincinnati elected to remain on fast time, but WLW began operations under Standard Time. Action is pending before the law committee of Cincinnati's City Council to turn back the clocks an hour, in spite of pleas from the War Production Board urging retention of universal War Time.

Opponents of slow time in Hamilton threatened a referendum as a result of the close City Council vote last Monday.

XUM

Sell the five-billion dollar Pacific Coast market* the way it can best be sold, the way 70 regional advertisers are selling it every week—*as one market* via *network* radio.

Network radio offers (1) the largest circulation at the lowest cost per thousand of any regional medium, (2) well-established programs equally popular in all Coast cities, (3) priority on the choicest available time periods, (4) an accurate monthly check on the *net circulation* of your advertising.

Pacific Blue provides all these advantages at a cost 20% lower than any other Pacific Coast network. For as little as $246 a week, you can buy a *campaign* on Pacific Blue—complete coverage of the Coast through 13 major-market stations, plus a sales-proved program established in *guaranteed time.*

That's correct—$246 a week for *facilities and talent.* For details, use the coupon.

*Estimated annual retail sales

THE PACIFIC BLUE NETWORK

Hollywood • San Francisco

Represented by BLUE SPOT SALES • New York • Chicago • Detroit

PACIFIC BLUE NETWORK
SUNSET AND VINE
HOLLYWOOD, CALIFORNIA

Send me your presentations on the various "$246 a week campaigns" available on Pacific Blue.

NAME _____

COMPANY _____

CITY _____ STATE _____

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

Merchandising & Promotion

Pentagon Piece—Magic Empire—Hitting Back
Ledger Proof—Autographed Invitation

FOLLOWING UP promotion on 34-city world premiere of the RKO picture, "Hitler's Children," a four-page color brochure titled *Education for Smash Hit* is being mailed to advertisers and agencies by WLW, Cincinnati. Pointing up new box office records at premiere of the film, based on the book *Education for Death*, by Gregor Ziemer, WLW commentator and former teacher in an American school in Berlin, the brochure explains that promotion was channeled principally through WLW. A telegram from Ned E. Depinet, RKO president, heralding the RKO-WLW promotion as "a new phase of American merchandising" is included.

Radio's potent pulling power was demonstrated again when the same picture was given its Southwestern premiere in Dallas, Tex. A week prior to the opening the Interstate Circuit ran 26 one-minute transcriptions in KGKO, Ft. Worth, and followed up with a preview of the film on WFAA-WBAP and the Texas Quality Network the eve of the show. As result of the radio campaign, box office receipts the first week in Dallas were more than double the Circuit's expectations. Promoting the Intermountain preview of "Hitler's Children," Fox Wilma theatre of Missoula, Mont., used a quarter-hour transcribed preview of the film, and a series of transcribed announcements on KGVO. Station's call letters were prominently featured in all promotion for the film.

* * *

Autographed Invitation

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), has evolved a unique method to notify dealers of time change in the weekly half-hour *Hollywood Showcase* on KNX, Hollywood. Instead of the conventional notice, firm mailed an autographed portrait of the show's star, Mary Astor. Accompanying it was a handwritten personal invitation from her to attend the first broadcast at the new date and time. Invitations were sent to more than 250 key retailers and wholesalers in the Los Angeles area, with outlets in turn notifying public of time changes.

* * *

Magic Empire

MAGIC EMPIRE facts which highlight market advantages of this rich area of Oklahoma are presented by KTUL, Tulsa, in a color brochure which includes eye-catching drawings and charts illustrating vividly the points which make the area a fruitful field for advertisers. KTUL, the brochure emphasizes, "fits like a glove" this market region.

* * *

Listen

LISTEN, eight-page promotion booklet published by WCOS, Columbia, S. C., contains news and pictures of stars appearing on WCOS programs, tips on programs, news of station personnel and success stories.

Space-Time Swap

TIME for space swap has been arranged by WFIL, Philadelphia, with the Philadelphia *Evening Bulletin*, the newspaper sponsoring four five-minute news summaries Mondays through Fridays and two five-minute periods on Saturdays, aired directly from the *Bulletin* newsroom. *Bulletin Headline Flashes*, one-minute announcements, are scheduled on the half-hour five times daily between noon and 5 p.m., plugging the paper's news features and columns.

* * *

For Efficiency

TO CORRELATE operations of its program and sales departments with those of affiliated stations and their agencies, Don Lee Broadcasting System, Hollywood, has created a new commercial program division, according to Sydney Gaynor, general sales manager. Under direction of John A. Stewart, for the last five years account executive, the new department is designed to offer better program service.

* * *

Shoppers' Special

A PROMOTION ride at night is being given *Shoppers' Special*, 7 to 9:15 a.m. program of WDRC, Hartford. Two or three times nightly transcribed spots are put on featuring Harvey (Longfellow) Olson's yawns, via which he complains of having to get up at 5:30 to be on time for the show the next morning. Transcriptions give full information, of course, about the *Shoppers' Special* over which Olson presides.

* * *

Reminders

AS A PERSONAL service to advertising agencies and advertisers in the San Francisco area, KQW has devised a reminder postcard which calls attention to outstanding special events broadcasts of national importance. The card, designed in KQW's buff and senna colors is headlined "A KQW Special Feature—a Broadcast of Importance to You" and gives pertinent facts of the public service broadcast, date and time.

* * *

Pentagon Piece

LATEST mailing piece of KWK, St. Louis, titled "Another Star Is Added", is a five-sided black, gold and red brochure introducing Carl Hohengarten, new music director of the station and formerly in charge of music at WBBM, Chicago. His first sponsor, announced in the brochure, is Griesedieck Western Breweries which has two half-hour evening periods weekly for Stag Beer.

* * *

Ledger Proof

FISCAL PROOF appears in red letters on the face of a French fold promotion piece by WEEI, Boston, representing leaves torn from a ledger. On the three succeeding pages appear in large easily-read type facts and figures which indicate the desirability of WEEI as an advertising medium.

'UNCLE SAM' presents complimentary ticket to OWI feature of that name on WCHS, Charleston, W. Va., to a girl in downtown Charleston. Tickets to the show, sponsored by Cohen Drug Stores, local chain, read "Seat: Your own arm chair . . . via WCHS."

* * *

Hitting Back

PINCH of salt is attached to a letter sent clients by KLZ, Denver CBS station, hitting back at a claim in NBC's recent "Tale of 412 Cities" that 41% of Denver's listeners tuned to the Denver NBC outlet during daylight hours. Remarking that the reader should "sprinkle this statistical goulash with salt" KLZ presents Hooper figures for Denver listening in 1942, making a much better case for the CBS outlet.

* * *

Ride and Read

A LOCAL advertising and promotion campaign has been started by Jack Stewart, general manager of KCMO, Kansas City. Bulk of effort is daily reader ads in the *Kansas City Star* and a full showing in color in cars and buses. Car cards were placed through Beaumont & Hohman, Inc.

* * *

Rick Reprint

RESULTS of an offer of reprints of a delayed broadcast speech by Capt. Eddie Rickenbacker on WJR, Detroit, are incorporated in a two-color mailing piece titled "On Sunday Afternoon." Mail returns are broken down by cities.

Blue Bans Whistling

THERE will be no more whistling by members of the studio audience of BLUE sustaining shows, under a new ruling made by Phil Carlin, BLUE vice-president in charge of programs. Guests will be asked not to indicate their enthusiasm by whistling, says Mr. Carlin, pointing out that the sound is likely to annoy radio listeners and add nothing to the value of the show. Sponsored programs are not affected by the edict.

INCOME of the Communications industry in 1942 was $1,100,000,000, according to the Dept. of Commerce, an increase of $100,000,000 over 1941 and $200,000,000 over 1940. Total national income was $119,800,000,000, an increase of $24,200,000,000 over 1941.

TROY --A FIRST RATE MARKET

WEARING AN ARROW SHIRT? It probably came from Troy. The detachable collar was invented here, and the city has remained foremost among the makers of shirts.

ONE FOR EVERY 325—that's the ratio of industrial plants to people in Troy. Firms like Behr-Manning, one of the world's largest manufacturers of abrasives, turn out $75,000,000 worth of products annually.

ASIDE TO RIPLEY: America's first slide rule experts came from Troy—Rensselaer Polytechnic Institute is the country's oldest engineering college.

PATRIOTIC NOTES: The original Uncle Sam came from Troy. And "Yankee Doodle" was written in Rensselaer County.

BUT *it's only 1/12th* of the 1½-Billion-Dollar Market put together by . . . . . .*

the POWER

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion-dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

the PROGRAMS

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus such topflight local programs as "Speaking of Books," the "Market Basket" and the "Farm Paper of the Air," give 'GY 3½ times as many listeners as the next nearest station.

the POPULARITY

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today WGY is a regular listening habit in the 748,800 radio homes of the Hudson Circle.

**Troy PLUS Schenectady, Albany, Pittsfield, Utica, Binghamton, Rome, Burlington, Kingston, Poughkeepsie, Elmira, Amsterdam.*

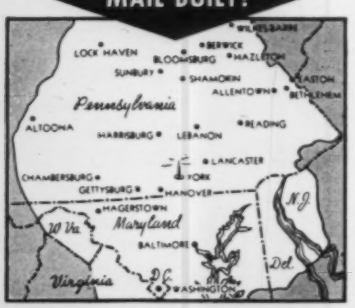
WGY-100

GENERAL ELECTRIC'S *of* **WGY**

SCHENECTADY, NEW YORK

WSBA reaches the prosperous rural market of Northern Maryland and Central Pennsylvania. It's proved by . . .

THE MAP THAT MAIL BUILT!



The Time to Buy Central in Pennsylvania

WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK · PENNSYLVANIA
National Representative: The Walker Co.

Only Vital Technical Men on the FCC Are Deferred, Fly Tells House Probe

FCC HAS asked occupational classifications for 391 of its employes—all in technical or war work—Chairman James Lawrence Fly told a House Military Affairs Subcommittee last Wednesday. No employe of the Commission in the legal, accounting, or administrative offices has escaped military service at FCC's request, Mr. Fly said.

The FCC chairman appeared at the request of Rep. John M. Costello (D-Cal.) who heads the subcommittee studying deferment policies of Government agencies. Earlier in the week, the committee heard heads of other agencies, including Maj. Gen. Lewis B. Hershey, director of Selective Service.

In Technical Work

Of 2,299 employes of the Commission, Mr. Fly said, 1,035 are men in the 18-37 age bracket. The Commission has requested occupational deferments for 391 of these, all technicians employed in monitoring foreign broadcasts; highly skilled linguists and editors of the Foreign Broadcast Intelligence Service; or engineers engaged in radio intelligence work, such as locating clandestine and illegal stations, or other work directly connected with the war effort.

Rep. Harness (R-Ind.), a member of the subcommittee, questioned the FCC chief closely on the number of young men employed by FCC since Pearl Harbor. The Commission admitted hiring 159 single men since Jan. 1, 1942. The Congressman mentioned cases of several young single men deferred at FCC request for monitoring work.

Hiring of these single men was necessary, Mr. Fly said, because the organization had to expand rapidly after Pearl Harbor, and there was a dearth of skilled men. The Chairman said FCC is still unable to find men enough to fill all jobs, since military and industrial users of radio technicians had absorbed the greater part of the nation's reservoir of amateurs.

He said the American Radio Relay League and the Council on National Resources had tried to help, with little success, and that of 600 men recommended by the War Manpower Commission, only 2.3% had qualified. Mr. Fly pointed out that FCC's legal staff was now undermanned, 20% of it having gone into service. He said none of 115 members of the accounting department were deferred at FCC request.

Replying to further questions from Rep. Harness on the necessity of retaining linguists for the FBIS who were eligible for the draft, Mr. Fly said only 31 of 440 members of that staff were deferred, although 133 were of draft age. Keen hearing, not to be found in older men, is essential in listening to shortwave programs at FBIS outposts, the Chairman said.

Committee members jumped on this point to ask why shortwave material could not be recorded and transcribed at leisure. The FCC Chairman explained that the loss of time, and fidelity would be enormous.

Rep. Costello also asked the FCC chief about "an ugly rumor" that radio schools are promising FCC jobs and draft deferments to their students. This was flatly denied by Mr. Fly, who said he knew of no such promise, and added that anyone who might make it would be fired. A member of the committee reminded Rep. Costello that such stories could easily have been originated by the schools to attract customers.

Rep. Costello explained that Mr. Fly had been summoned because FCC had a high deferment average compared to the number of its employes. He said, however, he could appreciate that the technical nature of its operations and the rapidity of its expansion might require employment of trained young men, since older men might not qualify and the work might not appeal to women.

Davis Explains Stand

After the session, however, Rep. Costello commented to reporters that he thought "there was room for replacement" among the deferred radio operators. Alluding to the admission that almost half of FCC's staff were men eligible for the draft, the chief of the investigation commented that "if this percentage held good throughout the Government, the number of draft-age employes would be terrific."

Earlier in the week Elmer Davis, OWI chief, issued a statement explaining draft deferment policies of his agency. He said few deferments had been requested, although many men with dependents were working for the organization. "If OWI is a haven for draft dodgers," Mr. Davis told his Wednesday news conference, "as a newspaper headline said, then that particular newspaper is also a haven for men with dependents who have not been called or classified by their Draft Boards. Every man in OWI who has been deferred would have been deferred as easily if he were employed in private industry."

SPEAKERS HUDDLE during the annual Radio Day luncheon of Los Angeles Advertising Club on March 16 drew attention of this radio trio (l to r): Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, and chairman of the day; John B. Hughes, Mutual commentator, and Kay Kyser, star of the weekly NBC *College of Musical Knowledge* and OWI radio consultant, guest speakers of the day.

WTAG Joins CBS

AS THE FINAL step in realignment of New England stations and their network affiliation started last year [BROADCASTING, March 30, April 6], WTAG, Worcester, shifts from NBC to CBS, as a basic station April 5, bringing the total number of CBS stations to 117. Effective the same date, WORC, Worcester, moves from CBS to BLUE. In procuring WBZ-WBZA, Boston-Springfield last June, NBC acquired general coverage of the area relinquished by the shift of WTAG to CBS. Operating fulltime on 580 kc. with 5,000 watts, WTAG is owned and operated by Worcester Telegram Co.

Joy's 20th Anniversary

LESLIE W. JOY, general manager of KYW, Philadelphia, celebrated 20 years in radio on March 17. When he made his radio debut over WJZ, New York, one St. Patrick's Day in 1923, as a concert singer, his competition on WEAF happened to be John McCormack. A year later, he was made a member of the announcing staff of WEAF. He continued with NBC after WEAF was absorbed in 1926, first in the program department and later in an executive capacity. In 1935, he was sent to Philadelphia as liaison officer with the company, then operating KYW for Westinghouse and in 1936 was made general manager of the station.

another reason

Los Angeles retailers—the boys who check every advertising dollar at the cash register—used more time on KECA in 1942 than on any other Los Angeles network station. . . That's ANOTHER REASON proving KECA is really the Bargain Buy.

KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

XUM

BUY WGBI

NEVER UNDER 64.3! That's the WGBI Hooper Listening Index in Scranton ...The Hub of America's 19th Market!

Lend an ear to Mr. Hooper . . . he's uncovered a WGBI coverage story in Scranton that tells everything. On his LISTENING INDEX, WGBI starts in the morning at 64.3 . . . *and that's the low!* In the evening that rating climbs to 65.1 . . . IN THE AFTERNOON IT'S A PHENOMENAL 73.7! What about other stations? Well, six or more of them SPLIT what audience WGBI leaves.

Mr. Hooper pretty well proves what we've always known about SCRANTON—WILKES-BARRE . . . The Nation's 19th Market. One station, WGBI, runs away with the audience as big as it is. That's why most advertisers RELY on WGBI. Ask your John Blair man.

(Figures from Hooper Station Listening Index—Nov.-Dec., 1942)

SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE

910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN BLAIR & COMPANY
National Representatives

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

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BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN

WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

HENRY S. LIEBSCHUTZ, Art Director

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Not So Essential

IN THE LIGHT of a tightening manpower situation, broadcasters are finding that the War Manpower Commission's "essential industry" list is of decreasing value, and in Washington it is now conceded that the whole concept of deferable occupations is collapsing as a result of the actions of the local Draft Boards.

It would be foolish, at this point, for radio, or any other industry, to trust in new Washington regulations to ease their problems. Only last week, Maj. Gen. Lewis B. Hershey, chief of Selective Service, told Rep. Joseph E. Talbot (R-Conn.) that the time is rapidly approaching when the Armed Forces will not be able to share young men with essential war industries.

The solution to radio's manpower problem, it now appears evident, eventually will have to be found in the employment of non-draftables —women, over-age men, and military rejects. Stations must take steps to find replacements for military eligibles if they are to meet the growing dearth of manpower.

It is wrong to blame the disillusioning developments of recent weeks on WMC Director McNutt, or anyone else. Repeatedly, Gen. Hershey has warned that deferments were merely loans of necessary men; that employers should train replacements; that the loans might some day be called. Mr. McNutt, too, in issuing the lists of essential occupations, has said that deferments were on an individual basis, and that no blanket exemptions from the draft could be promised.

Like every other industry on the essential list, radio now feels the manpower pinch, for draft boards are reluctant to grant further renewals of deferments. Having received all the help that the Government could give to assure continued operation of necessary broadcast functions, the industry now is left to its own devices.

Last week a broadcaster, asking Selective Service why an essential man had been drafted, was told that draft boards were free to decide which units of an industry were essential. FCC Chairman Fly, who rightly feared this might mean draft boards could discriminate against small stations, has asked an explanation from Mr. McNutt.

Radio is not pleading a special case, even though only a few hundred really essential people would be involved—a pittance in contrast to the military demand for 12,000,000. Obviously, the reliable solution, short of Congressional action is not to be found in appeals to Mr. McNutt but in adjustment of FCC regulations, and in the acceleration of industry training programs to meet the approaching crisis.

RADIO MEANS more to the farmer and the remote dweller than to any other segment of the American public. It constitutes his tie with the outside world. It means his livelihood, his way of getting information and his entertainment. The shortage of batteries for farm radios has reached serious proportions. The Government has established a national policy for domestic broadcasting —maintenance of at least one radio set in every home. Tubes and replacement parts are being produced for regular sets. Certainly the farmer without electrification, is entitled to every consideration. We trust that WPB will cut red tape and handle the matter speedily—before a real crisis develops.

Less Info, Please!

DON'T look now, but you're about to get some real Government relief. The Budget Bureau, which functions under the Executive Office of the President, is "studying" the three-dozen-odd FCC forms and questionnaires that have haunted broadcasting for years.

The Bureau is prepared to help those who help themselves. Broadcasters who have spent countless hours trying to figure out a renewal form, or one for modification of license, or perhaps a year-end financial, program or functional employment questionnaire, can now tell it to the Budget. It's being done by Congressional mandate, to eliminate nonessential, repetitive, unauthorized or improper paper work, and to reduce these statistical tasks to bare war-time essentials.

Three dozen may not sound like a lot of questionnaires. But when some of them cover 18 or 20 or 30 pages, and when the data required necessitate hiring of extra people, it's trouble. In these times, just ask any station manager.

The Bureau advises that businessmen who have been bothered by particularly burdensome questionnaires should "forward" the information. If the businessman is "apprehensive", then it is suggested the information be sent to a responsible trade association or to the Advisory Committee on Government Questionnaires, recently formed to help the distraught business man suffering from *Questionnaireitis*.

Each Government form must have an approval number, and in most cases, an expiration date, provided by the Budget Bureau. If the questionnaire has a Budget Approval Number, it's okeh to answer. If it doesn't, and the recipient is in doubt, it is his duty to ask the Budget Bureau about it.

As one of the first industries to be afflicted with *Questionnaireitis*, radio welcomes this promised relief. We think the Bureau might go a step farther, too. Present broadcast licenses are issued for two years, though the law permits three years. Substantial savings not only in paper work, but in manpower, both at broadcast stations and in the FCC, unquestionably could be effected if the requirements for license renewals were extended to the full term permitted by law. And, of course, in any new legislation which may be enacted at this session, it seems to us the license term readily could be extended to five or ten years.

After all, the licensing authority always can institute revocation proceedings where stations have flouted the law or regulations, or call the station on the carpet in renewal proceedings on its own motion.

War—Both Ways

CASUALTIES will continue to mount as the war progresses, and radio will be called upon to exercise more and more care in handling this delicate subject. So far the industry's newsmen have done an admirable job. At the outbreak of hostilities the NAB went on record opposing the broadcast of casualty lists as such. Most stations have refrained from using lengthy lists of names of men who have gone down in battle.

In recent weeks the Army and Navy have reported successes which led to natural jubilation. In a few rare instances, however, some of the radio news commentators, reporting sinkings of Japanese vessels, in their enthusiasm have referred to the enemy defeats as providing "another meal for the sharks" or "the sharks will feast a la carte on the bodies of Japs," etc.

What those few commentators apparently haven't taken into consideration is the fact that American ships have been sunk, too—that American boys have gone down in those same shark-infested waters. A mother whose son has given his life at sea for his country likes to think that he went down with his ship in true Naval tradition.

She hears a radio commentator tell how our Navy has sunk several Japanese ships. While this does not restore her boy, she feels that at least his death is being avenged—that his buddies are carrying on—that he met a glorious death in the field of honor.

Then she recoils as she hears the remark that the Japs are providing the sharks a little extra dessert.

Certainly no well-meaning commentator would deliberately pour salt into those wounds. In fact, he'd do everything possible to help ease the blow. Yet when he jubilantly comments that the sharks of the Pacific are well-fed on Jap soldiers and sailors he is reminding bereaved parents and wives and children that the same fate awaited their loved ones when their boats went down.

Radio must remember that when a news commentator is tuned in he has, in fact, been invited into a private home to discuss the day's events. When he uses inept phrases, the chances are he won't be invited to return.

We Pay Our Respects To —

KARL STEFAN

A RADIO receiving set is almost as necessary as a plow on the modern farm. Thus Karl Stefan of Nebraska summed up his plea before Congress recently on behalf of owners of battery receiving sets who, because they cannot get batteries, are cut off from information necessary to their ability to cooperate with vital Government programs. As an announcer of WJAG, Norfolk, Neb., for 12 years before his listeners urged him to run for Congress in 1934, Karl Stefan knows well just how important radio is to farmers.

Karl Stefan's radio career began when WJAG started in 1922. He had come to Norfolk in 1909 as AP telegrapher for the *Norfolk Daily News*, where he read copy from the wires and rewrote it for the paper. He was city editor when Gene Huse, owner of the *News*, started WJAG and selected Karl, knowing of his interest in radio, to prepare and broadcast the noon news period. He has often been called the first regular newscaster in the West. Although he left the *News* in 1924 to go into the newspaper and magazine distributing business for himself, he continued to do the noon newscast.

During his 12 years on the air, Mr. Stefan created many "firsts". Before the days of broadcasts direct from ball parks, he pioneered the radio reporting of World Series games by passing along to crowds gathered round receiving sets all over northeast Nebraska the reports as they clicked in on the telegraph key. The first daily "voice of the street" broadcast in the West was also his idea.

He conducted the first telegraph school of the air over WJAG, and today communications men from all branches of our armed services as well as in civilian work drop in to tell him they had their first communications training in his radio school of telegraphy. He believes there are hundreds of his graduates in communications work in the various branches of the services.

Karl Stefan, the first radio announcer elected to Congress, decided to make the race in 1934 when listeners of WJAG urged him to run. The only Republican elected to Congress from Nebraska that year, he won by a large majority over a popular opponent, and in 1942 was once more elected by a large majority, receiving over 52,000 votes.

Rep. Stefan is convinced that almost unbelievable progress in radio and television will come after the war. He believes that in the post-war period private control of the industry will be strengthened. Any tendency toward monopolistic control, he warns, might lead to Government ownership of the industry, a move he does not favor.

Rep. Stefan believes the FCC should take up the fight to help listeners dependent on battery sets get the batteries necessary to keep them as listeners. "One difficulty in judging the effectiveness of the FCC's work on behalf of listeners and the small broadcasting stations which are hardest hit by war conditions," he said, "is that the Commission is not telling the public enough of what it is actually doing for listeners or small stations."

Hundreds of radio sets in northeast Nebraska are now out of use, according to letters to WJAG, a condition paralleled in other rural areas. "A very great number of families that depend solely on radio for news and information are threatened with discontinuation of this service because they can get no batteries, and the result will be that radio stations will lose thousands of listeners," Mr. Stefan told the House in his recent speech.

Born 54 years ago on a farm in what was then Bohemia, his family settled in Nebraska when he was 2. He attended the public schools of Omaha, and in 1907 returned to marry his school-day sweetheart, Ida Rosenbaum. They have two children, Mrs. Ida Mae Askren, who is a commercial artist, and Dr. Karl Stefan, a physician.

Though hard times forced Karl to leave school and go to work at the age of 13, he continued to study in night-school and by correspondence. He learned telegraphy and became wire chief and relay chief for offices of the Western Union. He was telegrapher for the Philippine Constabulary during the Philippine insurrection, and later continued his travels around the world, using his gift for languages as interpreter.

Karl Stefan received his religious training in the Park Forest Presbyterian Chapel in Omaha and has been for many years a Vestryman in the Presbyterian Church in Norfolk. Always active in civic and fraternal affairs, he still retains membership in many Norfolk groups, among them the Rotary Club, Elks, Odd Fellows and Chamber of Commerce. His hobby is fishing.

"Communications is my life work," says Mr. Stefan.

Not long ago he met "Bill" Chapman, president of Grace Steamship Lines in the office of Rubber Administrator William M. Jeffers. The question of early jobs came up and it was discovered that all three had been telegraph operators. Rubber was forgotten for the moment while they discussed telegraphy. Karl Stefan still drops by the House telegraph office now and then to send a message "for practice".

Personal NOTES

ALBERT W. SMITH, commercial manager of WCSH, Portland, Me., has resumed his position, after being honorably discharged from the Army at Camp Edwards, Mass.

WILLIAM F. CARLEY, former promotion and publicity director of WMCA, New York, has been appointed director of promotion and news of WINS, New York. Dolly De Milhau, former publicity director of the Stork Club, New York, has been named WINS director of publicity.

WILLIAM WEDDELL, salesman of NBC central division, has been named assistant division sales manager. As assistant to Paul McCluer, he will continue to service the Procter & Gamble, General Mills and Andrew Jergens accounts, as well as work on new business.

H. V. KALTENBORN, NBC commentator, is preparing a revised edition of the "Twenty Year Club Book of Pioneers in Radio Broadcasting," [BROADCASTING, Nov. 16] a book containing the biographies of charter members of the radio veteran organization of which he is the founder.

J. J. CLUNE, assistant sales manager of National Union Radio Corp., Newark, radio tube manufacturer, has been named director of war service by S. W. Muldowney, president.

Now Com. Kennedy

PROMOTION of Lt. Com. John A. Kennedy, owner of the West Virginia Network and WCHS, Charleston, to rank of commander was announced last week by the Navy. Com. Kennedy is chief of the Smaller War Plants Section and of the Labor Utilization Section of the Office of Procurement and Materiel of the Navy, under Vice-Admiral S. N. Robinson. He was commissioned a lieutenant commander a year ago and reported for duty in Washington last May.

Com. Kennedy

ARCH SHAWD, general manager and vice-president of WTOL, Toledo, is a member of the Toledo Committee for the Study of the Organization of the Peace, which is organizing the Toledo Forum on Peace Problems, scheduled May 7, 8, 9.

TED DOESCHER, has left the sales department, Wilding Pictures Corp., Chicago (commercial films), to join the Chicago sales staff of MBS.

LORIN MYERS, assistant sales manager of WSB, Atlanta, is the father of a baby girl.

C. J. A. MOSS, general manager of the Australian Broadcasting Commission, has been recalled from the Australian Army to take up his former duties with the ABC, according to word received by the Canadian Broadcasting Corp., Toronto.

DOROTHY McGAHA, former assistant to the sales promotion manager of KPO, San Francisco, recently was commissioned a lieutenant in the WAACs.

FRED SHAWN, assistant manager of WRC, Washington, is father of a boy born March 20. Mrs. Shawn is the former Audrey Seiber, Washington mistress of ceremonies.

Capt. Sutton Overseas

CAPT. DEQUINCY V. SUTTON, head broadcast accountant of the FCC on leave, has been transferred overseas, though his precise assignment has not been disclosed. Commissioned a first lieutenant last April, Mr. Sutton was promoted to a captaincy in the Signal Corps several months ago. Initially he was stationed in Washington, but afterward attended Signal Corps School at Ft. Leavenworth, Kan., and Ft. Monmouth, N. J.

Menser Honored

C. L. MENSER, NBC vice-president in charge of programs, has been cited by Elmer Davis, director of the Office of War Information, for his voluntary services on behalf of a government program series, *1942 Victory Volunteers*. In a letter accompanying the certificate, the OWI expressed appreciation of Mr. Menser's efforts in making the broadcasts successful.

NORMAN CORWIN has had a relapse from his recent attack of flu, and was unable to write or direct the March 28 broadcast of *Transatlantic Call*, weekly program broadcast simultaneously in England and America and aired on BBC and CBS. The series originates alternately in the two countries.

BEHIND the MIKE

FRED LAFFEY has been appointed chief announcer of WLAW, Lawrence, Mass. He succeeds Dan McDonnell, who has accepted an out-of-state job. Dick Lance, of Watertown, Mass., and Bill Sherman, of Framingham, Mass., have joined the staff as announcers. Both are graduates of WEEI Announcers School in Boston. Announcer Jay Serwin has joined the armed forces.

JAMES CRIST has joined the announcing staff of WSBA, York, Pa., coming from WFMD, Frederick, Md.

AUSTIN WILLIAMS, former program director of KLZ, Denver, on March 22 became program director of WFMJ, Youngstown, O. In Denver Mr. Williams schooled policemen in the use of shortwave, two-way radio and taught at the U. of Denver, in addition to his regular duties.

PATRICIA BURDINE, recently on the research staff of *Newsweek* magazine, has joined the CBS shortwave news department as a writer.

ROBERT BELL, production manager of the CBS television department until recently, has been assigned to the all-night production staff of WABC, New York, following the curtailment of the network television programs due to priorities. He replaces Robert Marks, now with the Army Signal Corps.

FORD PEARSON, announcer of NBC Chicago, has been commissioned lieutenant (j.g.) in the Navy, and is awaiting orders.

Heckle Shekels

A SPONSOR heckles Bud Baldwin over the phone every morning at 6:30 about his commercial announcement. The conversation is on the air and through the give and take the Bilmar Loan Co., Dayton, O., gets over its message directly from the sponsor on the *Breakfast in Bedlam* 6:30 a.m. show handled by Mr. Baldwin over WHIO, Dayton. Bilmar Loan Co. uses radio exclusively in its advertising.

BASKETT MOSSE, newswriter of NBC Chicago, has been named outstanding graduate of 1943 by the Medill School of Journalism, Northwestern U., where he has been studying for a master's degree in journalism. Citation of achievement was awarded him by the Sigma Delta Chi, national honorary journalistic fraternity.

ROCCO TITO, former newscaster and manager of local sales of WEEU, Reading, and Dan MacDonnell, former announcer of WTIC, Hartford, and WLAW, Lawrence, have joined the CBS announcing staff, according to Horace Guillotte, newly named manager of network operations. Mr. Tito also has handled sports and special events for WERC, Erie, and WHDL, Olean, N. Y.

ANN TRIPPE, continuity editor of WSBA, York, Pa. has joined WMC, Memphis. Saralee Deane, former women's editor of WSBA, York, Pa., now in the WAVES OCS, returned to the station to be interviewed on the *Don't Listen Men* hour, which featured WAAC and WAVE officers during a week of special recruiting programs. Mary Nell Kling, station home economist, takes over direction of women's programs on WSBA.

TAD DARLING, former mid-western announcer, has joined KMJ, Fresno, Cal.

MERRILL DENISON, now scripting the United States Prudential's *Family Hour* and P&G's *Women of America*, has written "Klondyke Mike," a biography of M. A. Mahoney, to be published by McLelland Co.

WILSON EDWARDS has resigned from announcing staff of KFI-KECA, Los Angeles, to become civilian instructor for the Army Air Forces Technical Training Command, that city. He continues to freelance. Gene Moser has left KMOX, St. Louis, to join KFI-KECA, as announcer. Jim Dooley, former news writer on the Burbank (Cal.) *Review*, has joined the staff.

NAVY AWARD OF MERIT and V lapel pin go to Francis H. Casey (left), advertising director of Wadham's Division of Socony-Vacuum Oil Co. Through Casey's efforts, Wadham sports broadcasts and commercial announcements were turned over to Navy recruiting. Lt. Com. Gerald C. Ellick made the award during a sports-cast on WTMJ, Milwaukee.

JOHN C. ROBB, specialist in Far Eastern affairs, and former head of the New York newsroom of NBC's international division, has joined the news division of the BLUE as an editorial assistant to G. W. (Johnny) Johnstone, BLUE director of news and special features.

MARTIN BLOCK, m.c. of the *Make-Believe Ballroom* on WNEW, New York, who has been handling special announcements on two network programs, sponsored by American Tobacco Co., New York, is giving up the assignment in April.

HAL PARKES, chief announcer of KROW, Oakland, Cal., has been made production manager. Mercedes Prosser, publicity director of that station, has taken on additional duties as program supervisor, with Jean Maxfield, traffic manager, appointed assistant program supervisor.

CHARLES N. DRAKE, former director of Richard Copley Concert Management, has joined the continuity department of WOR, New York. He replaces Slater Barkentin, resigned to become a navigator for Northeast Airlines. Scott Douglas has joined the announcing staff, replacing Marshall Dane, resigned, and Enez Hart has joined the promotion department, succeeding Alice O'Connor, resigned.

RAY DADY, newscaster of KWK, St. Louis, after a nine weeks' absence because of laryngitis, has resumed his *Sidelights on the News* for Papendick Bakery Co., and *News at Noon*, sponsored by Lammert Furniture Co. Other staff members took his programs during his illness.

"THE BEST TUNES OF ALL ARE PLAYED ON RED RIVER VALLEY CASH REGISTERS! IF Y'WANTA MAKE SALES MUSIC, LET WDAY SHOW YOU HOW TO DO IT THE EASY WAY!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

KYW

CK PIERCE, traffic supervisor of W, Philadelphia, until joining the y earlier in the month, married Christine Curtis, in Philadelphia ch 13.

AN RODEN, chief of the audition at Canadian Broadcasting Corp. os, Toronto, was recently mar- to Lance Corp. Donald C. New- Royal Canadan Ordnance Corps., onto.

CK HALHED and Jimmy Gilmore e returned to CBR, Vancouver, CFPR, Prince Rupert, B. C., hich they have operated since the BC took it over some months ago.

INCE DUGGAN has joined the nouncing staff of CJOR, Vancou- r, coming from Edmonton.

ERRILEE FAULKNER, former ntinuity writer of CKWX, Van- uver, is in uniform as a CWAC, tioned now with the public relations ice of the Canadian Army at ttawa.

ID McSLOY, student announcer, ill replace Robert Hayton on the GVO, Missoula, Mont., announcing aff. Mr. Hayton expects a call into e service April 1.

OWELL C. SMITH, announcer of GVO, Missoula, Mont., is the father a girl.

ON ROGERS, staff announcer of FCI, Pawtucket, R. I., has joined e Army. Clif Holman, WFCI, pro- ction director and announcer has ne to CBS, and has been replaced by uentin Crandall of WAGM, Presque le, Me.

ARL BROSE has left WHBL, She- ygan, Wis., to join the anouncing aff of WFDF, Flint, Mich.

UY BATES has joined the announc- g staff of KCMO, Kansas City, Mo., oming from KCKN, Kansas City, an.

ILL LANG, announcer of KCMO, ast week married Jane Trow, of orth Dakota.

ARRY KOPLAN, former Hollywood ovie agent and free-lance radio com- entator, is presenting *Meet Holly- ood*, a gossip program of the film cap- al, twice weekly on KLX, Oakland, al. Cliff Johnson, once affiliated with etwork stations on the East coast, has oined the staff as newscaster.

YDNEY MOSELEY, MBS commen- ator, has received a scroll from Dun- an Phyfe Post No. 1245 of the merican Legion, designating him as avorite news commentator.

AROLYN ASHBAUGH has been ransferred from commercial to pub- icity promotion department of KOMO- JR, Seattle, Wash.

AMES LEONARD, program direc- or of WSAI, Cincinnati, and m.c. on he WLW, Cincinnati, *Time to Shine* rogram, is recuperating in a local ospital from a throat infection.

IM AUSTIN, new to radio, has oined the program department of WPAR, Parkersburg, W. Va., and is andling a regular announcing shift in ddition to a commercial program.

HARLES DANT, musical director f NBC Hollywood, is the father of a oy born recently.

REDERICK KUH, correspondent or the Chicago *Sun*, and former Euro- ean correspondent of the U. P., has oined Mutual as a foreign corre- pondent, and will be heard each ednesday, 6:30 p.m., on the net- ork's overseas news roundup, speak- ng from London.

OHN McCUTCHEON RALEIGH, ews analyst of WCCO, Minneapolis, as written a book, *Pacific Outlet*, ased on his observations as CBS cor- espondent in Australia and the Far ast. It is scheduled for publication March 30 by Dodd, Mead & Co., New ork.

What a big difference a lot of listeners make.

A recent NBC survey

proves that KPO has more listeners in San Francisco Oakland than any of the 11 other Bay Area stations; a 43% leadership in the day and a 69% leadership at night.

KPO Gives more for your (S)

Get the facts...and you'll buy

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

DON L. JOHNSTON, operator-announcer of KWIL, Albany, Ore., has joined the Army Air Forces. Replacing him is Wilbur Cosby, who comes from KGW, Portland, Ore.

ANNE ROSS, women's commentator of W55M, is now doing a fulltime job in the continuity department of WTMJ and will continue her two FM programs *It's A Woman's World* and *Let's Read A Story*. Bob Carman has been promoted from continuity writer to be in charge of promotion for all Milwaukee Journal stations.

CHARLES T. DEVOIS, until recently program director of WBIR, Knoxville, has reported for duty with the Marines. Duties have been redistributed over the announcing staff with Curt Webster as program director, Tex Turner, publicity, Dick Crane, chief announcer and Ernie Keller, studio technician.

TOM MOOREHEAD has begun a series of sports programs three times weekly at WFIL, Philadelphia. He began his interest in sports at Germantown Academy and has been a WFIL staff member for the last four years.

VOTE OF THANKS in resolution adopted by the Idaho House of Representatives was extended Roy Schwartz (l), commentator of KIDO, Boise, Ida., for his "fair and complete coverage" of the 27th Session of the Idaho Legislature. Being interviewed by Mr. Schwartz are Lt. Gov. Edwin Nelson (c) and Speaker Milton J. Horsley.

JOHN EDWARDS, former relief announcer of W49PH, FM adjunct of WIP, Philadelphia, has been made a member of the WIP announcing staff, succeeding Hugh Chambers, who left to join KWK, St. Louis.

BERNARD ESTES, former director of news, special events and publicity of WINS, New York, has been appointed director of special events and public relations of WHN, New York, effective March 29. He replaces A. Mike Vogel, resigned.

JACKSON McKLAXON has joined the writing staff of KTMS, Santa Barbara, and currently is assigned the six-weekly transcribed musical program, *Name Your Band*.

BILL HAMPTON, Hollywood writer on the weekly CBS *Screen Guild Players*, is the father of a boy born March 17.

BILL GREEN, former news writer on the *Spokesman Review*, Spokane, has joined KHJ, Hollywood.

DONN MANSFIELD CALDWELL, author and foreign correspondent, has started a twice-weekly quarter-hour commentary, *Where Three Men Fight*, on KGFJ, Los Angeles.

JOSE RODRIGUEZ and Sidney Sutherland, Hollywood commentators, after an absence of several months, have resumed their weekly quarter-hour commentary series on BLUE Pacific stations.

WNOX Teaches Girls

ONE-HOUR lessons are being given three times weekly to about 30 teachers, debs and war workers who have signed for WNOX's girl announcing school at Knoxville. Classes are taught by Lowell Blanchard, program director, and Tys Terwey, news editor. Purpose is to build up a back log of trained voices for either full or part-time needs, according to R. B. Westergaard, station manager.

DON THOMPSON, producer of KPO, San Francisco, recently sold a novel, "The Corpse Wore No Shoes" to Baffling Detective Mysteries.

HUBERT WILKIE, of Yonkers, N. Y., has joined WSSA, Schenectady, as announcer, scriptwriter and production man.

WALT FRAMER, freelance, and Joel Holt, announcer from WKIP, Poughkeepsie, have joined WBYN, Brooklyn. Holt is chief announcer of *Keep Freedom Ringing*, while Framer writes and produces the script.

PVT. TONY AINSLEY, announcer of CBR, Vancouver, on loan from the Canadian Army, has been promoted to sergeant and moved to CFPR, Prince Rupert, B. C. He is on the job in uniform of the First Division Seaforth Highlanders.

SAM MOLEN, sports director of WCHS and the West Virginia Network, is editing a monthly sport paper for his *Sport Page of the Air* sponsor to be mailed to West Virginians in the Armed Forces. Names and addresses are supplied by Molen's listeners.

CAPT. ROBERT FARNON of the Canadian *Army Show*, formerly with the Canadian Broadcasting Corp., has written the *Ottawa Symphony*, descriptive of Canada's capital city. The symphony will have its premiere performance on April on the CBC network.

JOHN FORSYTHE has joined KDYL, Salt Lake City, as announcer, coming from KFMB, San Diego.

ED STANTON, formerly of KIT, Yakima, Wash., has joined the announcing staff of KFBK, Sacramento, Cal., replacing Fran Cartier, who has joined the armed forces.

JIM REED, announcer for WIBW, Topeka, Kan., reported to Ft. Leavenworth last week for induction into the Army.

MADGE ROEMER has returned to the continuity department of WOWO-WGL, Fort Wayne. In 1933-34 she wrote a script heard on the station.

BOB MOWERS, announcer, has left WWNY, Watertown, N. Y., to join WTRY, Troy, N. Y. Dick Bollender was inducted into the armed forces March 17 and sent to Fort Devens, Mass., and Bill Saunders is to be inducted into the Army at Fort Devens March 20. Charles Lindgren, from Astoria, N. Y., has joined the staff.

EVERETT NEILL, former program director of WISR, Butler, Pa., has joined WJAS and KQV, Pittsburgh, as announcer.

CLARE PATRICK, music rights director of KPO, San Francisco, recently joined the WAACs. She was replaced by Florence Crowell, formerly assistant director of the department.

JOHN REED KING, m.c., of the *Double or Nothing* quiz show, sponsored on Mutual by Pharmaco Inc., New York, is compiling a book of party games and quiz specialties, to be published late this spring, titled *Just for Fun*.

BEN HADFIELD has celebrated his seventeenth anniversary as announcer at WNAC, Boston.

In PUBLIC SERVICE for the 9th YEAR
AGAIN the Nation's most impressive observance of Easter will come from Arizona and the "Shrine of the Ages." KTAR will broadcast its Ninth Annual Grand Canyon Easter Sunrise Service transcontinentally through the Blue Network. To be equal to such an opportunity for public service recommends KTAR to listeners and advertisers alike.
KTAR
PHOENIX ARIZONA
KEY STATION OF THE
Arizona BROADCASTING CO. Inc.
Represented Nationally by
Paul H. Raymer Company
New York Chicago Detroit San Francisco Los Angeles
The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix 5000 W. - 620 KC
★★KVOA-Tucson 5000 W. - 1400 KC
★★YUM - Yuma 250 W. - 1340 KC
★★KGLU-Safford 250 W. - 1450 KC
★KCRJ - Jerome 250 W. - 1340 KC
★KWJB - Globe 250 W. - 1340 KC
★KYCA-Prescott 250 W. - 1450 KC
★★ NBC and BLUE Network Stations
★Other ABC Stations
Affiliated with the PHOENIX REPUBLIC and GAZETTE

HAND TRAINED
Heavy Response for WWNC Announcers' School

FROM 184 applications received by WWNC, Asheville, N. C., for the station's Announcers' School, 12 have been selected for training, according to Ezra McIntosh, program manager. Classes have begun with the idea of tagging material for the station staff as needed.

Study outline includes such subjects as elements of good speech, the human voice, study of words, how to read a dictionary, microphone demeanor, program construction, announcing, radio ethics, sale of time and station personnel.

Additional Shifts Made In CBS Operations Setup

FOLLOWING announcement by CBS last week that Roy S. Langham had been shifted from head of the CBS production department to assistant to Douglas Coulter, CBS director of broadcasts, CBS has changed the department name to "network operations department," with Horace Guillotte, former production supervisor, in charge [BROADCASTING, March 22].

Other personnel changes in the CBS network operations department are as follows: Robert Ray will head the assignment and schedules division as supervisor; Lee Bland, operations supervisor, also will handle preliminary announcers' auditions and assistant directors' interviews; James F. Simmons and Harold C. Meier, operations supervisors, will handle evening and weekend operations, and Helen Gallary will take over the work of assigning announcers and accompanists, formerly handled by Mr. Meier.

Benny Off Several Weeks

JACK BENNY'S convalescence from an attack of pneumonia is not proceeding as rapidly as physicians had expected, and the NBC comedian will be off the air several weeks longer. Mr. Benny was to be allowed to leave his Chicago hotel room last week to go to Arizona for a rest. Orson Welles continues to substitute for Benny on the General Foods Sunday night program, with the regular members of cast in their usual roles.

WSGN
and
Alabama
Fulton Lewis, Jr.
6:00 P.M., C.W.T.
Available for Sponsorship
April 1
Call Headley-Reed
The Birmingham News

Al Bland 'Bland Wagon' Moves to WMAL April 1

AL BLAND has resigned as production manager of WCKY, Cincinnati, and on April 1 joins WMAL, Washington, to conduct an early-morning two-hour program which he will continue to call *The Bland Wagon*.

Mr. Bland

Beginning his career in 1927 at WSAZ, Huntington, W. Va., Mr. Bland later joined WCMI, Ashland, Ky., where he organized studios for that station in Ironton, O., across the Ohio river. With his brother, Lee Bland, now with CBS New York, Al went to WKRC, Cincinnati, and for several years conducted the *Dawn Patrol*.

In 1939 Al became affiliated with WCKY first as early-morning m.c. and announcer and later as production manager. Since the war began he has been cited by several Government agencies for outstanding service in the war effort.

At WMAL he succeeds Gordon Hittenmark, known as the Timekeeper, who has been called to active duty as a major in the Army. Maj. Hittenmark, former National Guard Officer, had been on semi-active duty in Washington, permitting him to resume his broadcast after a lapse of a year.

Combs WHN News Chief

GEORGE HAMILTON COMBS Jr., for six years news analyst on WHN, New York, has been named news manager and editor of the station by Herbert L. Pettey, director, who said the move was in line with WHN's policy to "expand its foreign and domestic news coverage." Mr. Combs began his career as a lawyer in Kansas City, was elected to Congress at 25 and later returned to law practice in New York. He has written a book, published by David McKay Co., New York, on Heinrich Himmler, German Gestapo chief.

Baukhage for Ruppert

JACOB RUPPERT BREWERY, New York, will sponsor a five-weekly news program on WJZ, New York, featuring H. R. Baukhage, BLUE's Washington commentator, starting April 5. Aired in the 6:05-6:15 p.m. period Monday through Friday, the series started on a sustaining basis last week. He is also heard on the BLUE, 1-1:15 p.m. in a five-weekly series, *Baukhage Talking*, aired on a local sponsorship basis. Ruppert agency is Ruthrauff & Ryan, New York.

Reilly for P&G

PROCTER & GAMBLE Co., Cincinnati, sponsors a new daytime newscast for Oxydol soap flakes on WLW, Cincinnati. Arthur Reilly, WLW newscaster, will be commentator on the broadcast, to be heard Mondays through Fridays, 11:15-30 a. m.

Proof of Power to Pull!

WWVA Mail for Period (One Week)
March 1 Through March 6, 1943

32,124

—PIECES—

(97% Commercial)

Same Period, 1942—11,418 Pieces

FIVE LEADING STATES

	1943	1942
Pennsylvania	11,006	4,566
Ohio	10,700	3,503
West Virginia	5,173	2,802
New York	1,111	33
Maryland	619	63

Pittsburgh Going Up!
Mail First Week March, 1943—610
Mail First Week March, 1942—154

Results are always yours on America's Fastest Growing 50,000 watter!

Ask—
JOHN BLAIR

50,000 WATTS

If it's a Fort Industry Station, you can Bank on it!

WWVA
WHEELING, W. VA

in the CONTROL ROOM

THOMAS E. GOOTEE, engineer of NBC Chicago, before joining the Army, has been promoted to first lieutenant in the Army Air Forces.

WILLIAM SHIPPER has been appointed supervisor of the microphone war production department of Universal Microphone Co., Inglewood, Cal.

ORD. SEAMAN ERNIE ROOKE, Royal Canadian Navy, former transmitter operator of CKY, Winnipeg, is training as a wireless technician at Ste. Hyacinthe, Que.

Kittyfae's Gone

HERE'S ONE TO break a chief engineer's heart. Kittyfae is off to the wars. Yessir, with engineers going into the armed services faster than replacements show up, WFAA-KGKO, Dallas, employed a gal, one Kittyfae Nuttall. Hard-bitten engineers were skeptical at first but Kittyfae convinced them. As a control operator she took her shift and did a man's work well. But—Kittyfae has been inducted, too, a WAVE.

DELMAR C. DENGATES, of WIP, Philadelphia, is father of a boy.

MARTIN OEBBECKE, assistant technical supervisor of WIP, Philadelphia, has taken leave of absence to go into Government service as a civilian associate radio technical engineer in the Signal Corps. Jimmy Tisdale moves up as acting technical supervisor.

GEORGE HENDERSON, equipment supervisor, and W. L. Haney, chief transmitter operator, of CKY, Winnipeg, are fathers of baby girls, both born recently.

PAUL J. SHOCK, of KMOX, St. Louis, has been commissioned by the Navy as lieutenant (j.g.)

DON L. HOGE and John Brill, studio engineers of WLW-WSAI, are fathers of baby girls, and Art Young, field survey engineer, is the father of a baby boy, all born recently.

JOAQUIN OSSARIO, control room operator of WQAM, Miami, Fla., has been called in the Aviation Reserve and is taking basic training at Miami Beach.

CHARLES E. HIRES of WCAU, Philadelphia, left last week to enter the Army.

MELVIN BERSTLER, at one time on the engineering staffs of WJJD and WGES, Chicago, has joined WGN, Chicago.

WILFORD H. KENNEDY, supervisor of engineers for WKRC, Cincinnati, has been commissioned a captain in the Signal Corps and left to report March 23 at Ft. Monmouth, N. J.

GEORGE MAKI, formerly of CBS engineering operations in Chicago, now a lieutenant in the Army, has been assigned to the office of the Chief Signal Officer, Plant Engineering Agency, Philadelphia.

CLIFFORD WORBY, transmitter technician of WTMJ, Milwaukee, has been commissioned a first lieutenant in the Army Signal Corps. He is stationed at Fort Monmouth, N. J.

NEALE PETTERSON and Smokey Suttles of KYSM, Mankato, Minn., left to join the armed forces.

JAMES F. SULLIVAN, engineer of WFCI, Pawtucket, R. I., has joined the Army. Kenneth Hirons replaces him. Ray Fieri, brother of John Fieri, WPRO, Providence, has joined the control staff.

LT. ARTHUR C. (Andy) ANDERSON, chief technician in the Army Air Forces on leave from KTAR, Phoenix, is stationed at Kelly Field, Tex.

DOUG MAUPIN, engineer of WHIO, Dayton, O., has joined the Navy and is stationed at Great Lakes, Ill. Ralph L. Weber, transmitter engineer, has been in Signal Corps training school at Chicago.

JUNIOR SOLUTION to the manpower problem is three-year-old Kirk Roberts, who makes his professional bow as Bobby Thayer. Young Kirk has been guest announcing for Papa Paul Roberts, m. c. of *Skyline Club*, WOWO, Ft. Wayne, nighttime feature. Here Papa tosses a platter which Kirk will deftly snare or will he?

GALIONE TO ARMY; OTHER CBS SHIFTS

MERRITT COLEMAN former staff assistant of CBS program operations, has been named schedule supervisor of the network's engineering operations department, replacing William Galione, who resigned to join the Army Signal Corps. Mr. Coleman's former duties have been assumed by Louise Grant, recently assistant to Leroy Passman, assistant director of operations. Carolyn Jaros takes Miss Grant's place.

Joining CBS in 1940 as assistant business manager of the Columbia Artist Bureau, Mr. Coleman went to the Music Corp. of America in 1941, when the corporation purchased Columbia Artists Inc. He rejoined CBS in March of last year.

Other changes in the engineering department include the transfer of M. Camillo from CBS' transmitter staff at Brentwood, N. Y., to the maintenance staff of WABC, CBS affiliate in New York. Another member of the Brentwood staff, Otto Grabow, has been assigned to the shortwave studio group in New York. Jack Dunlevie, formerly of W2XMN, the FM transmitter in Alpine, N. J., has joined WABC's technical staff. He will be assigned to summer vacation relief work at the Columbia Island transmitter.

Theodore C. Rogers

THEODORE C. ROGERS, 47, a member of the technical staff of the Bell Telephone Laboratories, died in a Hoboken, N. J., hospital March 22. A wife and two children survive.

STEPHEN STANISZEWSKI, of Albany, N. Y., has joined the engineering staff of WTRY, Troy, N. Y.

HOW ABOUT FOOD SALES IN THE WDBJ PRIMARY?

11.3% GREATER THAN IN NEW ORLEANS!

YES—believe it or not—WDBJ's 27-county primary area (daytime) buys 11.3% *more* food products than New Orleans. And if you add our 20 secondary counties, you get a food market bigger than Newark!

But whether it's food or some other kind of sales you're interested in, the Roanoke-Southwest Virginia area is a prosperous, big-buying, responsive market: nearly 800,000 people with $350,000,000 in buying power.

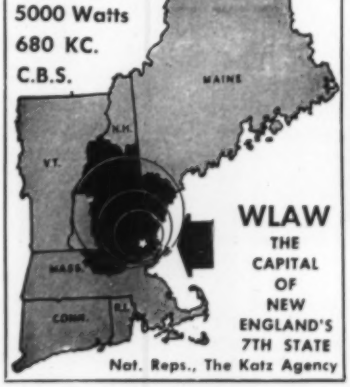
What's more, these folks *listen* to WDBJ—partly because we're the only station serving the entire area, but mostly because we give them what they want. Write for all the facts—*now!*

WDBJ ROANOKE VA.

CBS · 5000 Watts · 960 KC
Owned and Operated by the TIMES-WORLD CORP.

Represented by FREE & PETERS, Inc.

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.



WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Reps., The Katz Agency

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood
1290 KC BLUE NETWORK

Studio Notes

PO, San Francisco, looking to the when women will be doing most the work around a radio studio, started to train feminine aspirants the art of sound effect engineering. course is being conducted by L. J. eekmore, sound effects director, and held daily after regular office hours.

TENTH anniversary on the air for the Old Dirt Dobber, who handles the program by that name on WLAC, Nashville, Tenn., rolled around and the operator, testing busily from wall ing to control panel, couldn't put the program on the air because of technical trouble, he said. After 10 minutes of the 15-minute scheduled program had passed, a quartet gave out with "Happy Birthday, Dirt Dobber", revealing the delay as a gag by the fond associates of The Old Dirt Dobber. He is heard daily at 10:15 a.m., Monday through Friday for General Mills and on Saturdays 8:30 to 9:00 a.m. (CWT) on CBS.

OPERATING daily from 8 a.m. to 4 p.m., the Cleveland Board of Education FM station, WBOE, features programs designed for senior and junior high schools, elementary schools, teachers and the public. Station operates with 1000 w. William B. Levenson is directing supervisor of radio for the school board.

FOUR STATIONS to sign recently for *Funny Money Man*, transcribed series released by Allen A. Funt, radio production firm in New York, are: WRRN, Warren, Ohio; WAPI, Birmingham; WJHP, Jacksonville; and KWOS, Jefferson City. Negotiations are underway to extend syndication to South and Central America.

KCMO, Kansas City, Mo., has issued a new rate card announcing increase in time charges of approximately 20%, effective March 15. This is the first increase in rates in nearly four years, although KCMO became a BLUE affiliate a year and a half ago.

ADVERTISING Federation of America has elected to its membership the Baltimore Broadcasting Corp., Baltimore, owner and operator of WCBM, and the Marion Broadcasting Co., Marion, Ohio, owner and operator of WMRN, Marion.

REQUESTS have been received from more than 100 stations for "Dear Folks," a daily column on Army life issued by the public relations office of the medical replacement training center at Camp Pickett, Va.

SETTING aside all available "ground areas" on the studio lot of the Don Lee Broadcasting System, Hollywood, a three unit cooperative Victory garden has been planned with all staff members pitching in to plant tomatoes, peas, lettuce and beans. Cucumbers, cabbages and squash are also planned.

THREE stations to obtain the radio news wire of Press Assn. recently are, WFCI, Pawtucket, R. I., KRLD, Dallas, and WFTL, Fort Lauderdale, Fla.

WCKY, Cincinnati, is broadcasting a series of programs to further British-American relations and to disclose Nazi propaganda secrets. Appearing thus far have been E. J. Bisiker, British Vice Consul, Cleveland; Sir Frederick Whyte, political scientist, chairman of the International Pacific Relations Commission; Kenneth A. J. Helder, British business man and member of the British Civilian Defense Corps., and Arthur H. Tandy, British Consul in Cincinnati.

WQAM, Miami, Fla., at the request of Allen Murray, head of the Pacific Division of OWI, recently made a five-minute transcription of a talk by President Manuel Quezon of the Philippines for use by OWI.

AMERICAN Federation of Radio Artists has announced the signing of renewal contracts with three St. Louis stations, KMOX, KWK and KXOK. No major changes are involved.

RED CROSS series *That They Might Live*, heard Sundays on NBC, 12:30-1 p.m., will continue indefinitely after April 4, date concluding its original 13-week period, the network has announced. The Red Cross transcribed series *March of Mercy* available to local stations, will be discontinued by NBC affiliates after the April 18 broadcasts.

KTMS, Santa Barbara, Cal., recently broadcast the Santa Barbara night school's graduation exercises which were held in the station studios. A transcription of the ceremony was cut and air-expressed to the son of one of the graduates, on duty with the Army at Guadalcanal.

WBT, Charlotte, N. C., is presenting Valerie Ellis, author and world traveler, in a series of six 15-minute talks on her travels, 11:15 a.m. which began March 22. Mrs. Ellis, daughter of A. Hyatt Verrill, naturalist and explorer, now lives in Burlington, N. C.

Locked to KBUR

RECEIVING SETS locked to KBUR's frequency have been placed by the Burlington, Ia., station in the Iowa Ordnance Plant and the station now provides three quarter-hour morale programs daily to thousands of workers. Ordnance Plant also uses eight KBUR announcements daily in interests of recruitment. Station will go to 24-hour operation April 1.

ADDING to its schedule of programs on several New York stations, The Council for Books in Wartime has started *Authors of World War II* on WEVD, New York. Series carries out the Council's aim to spotlight books contributing to the war effort. Max Hill, former head of the AP bureau in Tokyo, and author of *Exchange Ship*, was interviewed on the first broadcast.

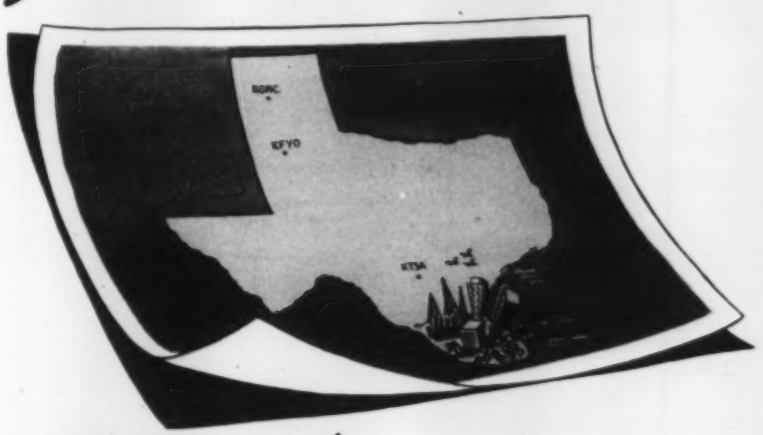
WMRN, Marion, O., provides a seminar, in charge of Lou Marsh, program director, for students of the radio workshop group at Ohio Wesleyan U., Delaware, O. Students, who work at the station on shifts, doing routine office work, and handling special shows and newscasts, are graded by Mr. Marsh. From the workshop studio on the campus, the students air an hour variety and dramatic show on WMRN, using original scripts.

WQAM, Miami, Fla., now offers two minutes of news on the half-hour and five or 15 minutes on the hour, with popular recordings and transcribed tunes m.cd by Walt Svehla from 3 to 6:00 p.m.

KAND, Corsicana, Tex., broadcast two hours and 15 minutes of the four-hour program in which various civic organizations of Corsicana put on a drive for War Bonds when the two-man Jap submarine captured at Pearl Harbor was in the city for four hours. The sale was $81,240 from a population of 18,000.

WCAR, Pontiac, Mich., has acquired the PA radio news wire from Press Assn., AP subsidiary.

A Golden Opportunity!



KRGV and the Lower Rio Grande Valley

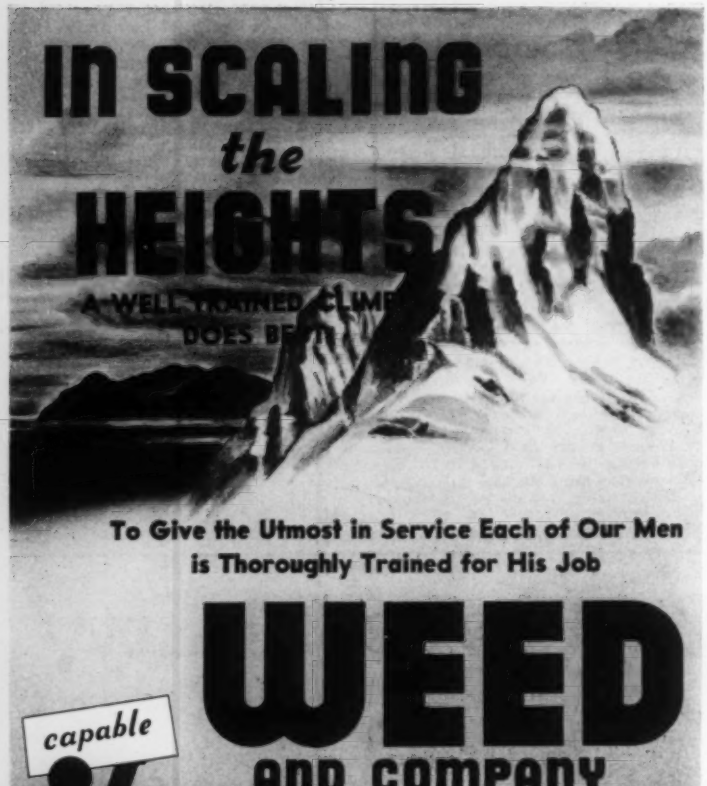
VALLEY bank deposits December 31st were up a phenomenal two-thirds . . . $34,591,821 compared to $20,976,137 a year before! This increase reflects a combination of very favorable conditions . . . a remarkably prosperous fruit and vegetable year from crops every month from the richest soil in the nation . . . tremendous payrolls and other expenditures of a strategic military area with four army bases . . . and enormous defense construction.

There are 23,481 radio units in the eight counties . . . and KRGV, Weslaco, is the ONLY network outlet to cover them with primary signal . . . the source in the Valley of outstanding NBC, news and local interest programs.

1290 KC ● 1000 Watts, Day and Night
Represented by Howard H. Wilson Co.

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas

Ken L. Sibson, General Sales Manager.
Telephone Riverside 5663 TWX Dls 297



SO LONG...TOO LONG

Already it's two, three, even four years since a good many companies said "so long" to their peacetime customers. But people forget mighty fast. "So long" for too long can get to be "goodbye."

Make sure your customers will be still *your* customers after the "duration", by giving them something they value—radio entertainment—to remember you by in the meantime.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

Agencies

BART McHUGH, West Coast radio director of Music Corp. of America, talent service, and Hal Hackett, New York radio director, to familiarize themselves with activities in each other's territory, have switched jobs for the next several weeks. Mr. Hackett's headquarters are in Beverly Hills, Cal.

ALLEN M. WHITLOCK, formerly of Marschalk & Pratt Inc., New York, and now with the Army Air Forces, has been promoted to rank of captain and appointed public relations officer of the Army Air Forces West Coast Training Center, Santa Ana, Cal.

DANIEL DANKER, Southern California vice-president of J. Walter Thompson Co., is in New York for home office conferences.

GORDON GROSS, onetime copy chief and radio director of Joseph Katz Co., Baltimore, has joined the copywriting staff of Lawrence Fertig & Co., New York.

JOHN M. CUNNINGHAM, former copy head of Blaine-Thompson Co., New York, and previously with Donahue & Coe, New York, has joined the copy staff of Buchanan & Co. Agency also has acquired as copywriter William J. McHale, formerly in the advertising department of Columbia Pictures and Warner Bros.

MRS. DOROTHY LUMBERS, formerly with Tandy Adv. Agency, Toronto, has joined the staff of the Assn. of Canadian Advertisers, Toronto office.

JOHN M. CALDWELL has left N. W. Ayer & Son, New York, where he was a radio writer, to enter the Army.

THOMAS D. GIBBONS, former publicity director of National Restaurant Assn., has joined Beaumont & Hohman, Chicago.

ROGER JOSLYN, art and copy director of Wendell P. Colton Co., New York, has been elected a vice-president.

PAUL DE FUR has resigned as radio director of the New York office of Grant Adv., to join the radio department of the Office of War Information, assigned to the War Manpower Commission. Mr. De Fur has been succeeded by Perry Dickey, who comes to New York from the agency's Chicago Headquarters, where he served as assistant radio director, also handling publicity. [BROADCASTING. March 15].

FRANK P. BUCK, formerly of Ruthrauff & Ryan, New York, has joined the copy staff of Atherton & Currier, New York.

GRANVILLE E. TOOGOOD, with N. W. Ayer & Son, Philadelphia, since 1925, has been named vice-president and assistant to Harry Batten, Ayer president.

JOSEPH HENRY COHN, an account executive of Weiss & Geller, New York, has been named a vice-president.

ROBERT GRAHAM, member of the copy staff of Gray & Rogers, Philadelphia agency, has enlisted in the Coast Guard, temporary reserve, and is assigned to patrol duty off the New Jersey coast.

KIRBY HAWKES, former radio director of Benton & Bowles, New York, who was reported to be entering the military service, will continue with the agency, directing several programs on a freelance basis. Following Mr. Hawkes, Walter Craig was named to the post.

WARD WHEELOCK Co., New York and Philadelphia, agency for Campbell Soup Co., Camden, N. J., has appointed Douglas Whitney, New York, to handle publicity for Campbell's CBS show featuring Milton Berle.

Lehn & Fink, Bourjois Plan Network Programs

LEHN & FINK Products Corp., Bloomfield, N. J., which has not used network radio for Hind's Honey & Almond Cream since 1939-1940 when it sponsored *Burns & Allen* on CBS, has purchased a half-hour on Mutual for a series, probably of the quiz type, to start April 23. Time will be Wednesdays, 8:30-9 p.m., but no details on the program or talent have been decided. Agency is Wm. Esty & Co., New York.

Another show in preparation is a half-hour musical to start on the BLUE in mid-April under sponsorship of Bourjois Inc., New York, for its cosmetics. No details were available from Foote, Cone & Belding, New York, agency in charge, although it is probable that the time used will be Sundays, 6:05-6:30 p.m., with Jim Ameche as m.c., and David Broekman's orchestra.

Albert L. Miller

ALBERT L. MILLER, 39, an account executive of Erwin, Wasey & Co., New York, was killed March 20 when he attempted to escape a fire in his room in a New York hotel by crawling on the three-inch window ledge, and losing his grip, fell 14 stories to the roof of a neighboring building. Son of George H. Miller, president of the Musterole Co., Cleveland, Mr. Miller had represented Erwin, Wasey in England for five years, and was well known in the drug and cosmetic field. He was a director of Wasey Products Co., London, and the R. B. Semler Co., New Canaan, Conn., extensive user of radio. A wife, two children and a sister survive.

BMI Board Meeting

PLANS for a series of programs devoted to Latin American culture as expressed in the music of BMI's Latin American affiliate publishers were discussed by the BMI board of directors in New York last Tuesday. The board also voted to extend program meetings in New York, approved the new simplified forms for use by BMI stations in reporting income, and announced that the new BMI index of approximately 100,000 compositions will be distributed to licensees in April. Neville Miller, president, presided. The full board attended except Paul W. Morency, WTIC, Hartford, who was kept away by illness.

Lowney Dramas

WALTER M. LOWNEY Co., Montreal, (candy) on March 29 started quarter-hour factual dramatizations of the Royal Canadian Mounted Police, *Men in Scarlet*, thrice-weekly on CKWX, Vancouver; CFRN, Edmonton; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CKCK, Regina; CFQC, Saskatoon; CKY, Winnipeg; CKPR, Port Arthur, Ont.; CFRB, Toronto; CKCO, Ottawa; CFPL, London, Ont.; CKOC, Hamilton, Ont.; CHSJ, St. John, N. B.; CHNS, Halifax; CJCB, Sydney, N. S. Account was placed by Harry E. (Red) Foster Agencies, Toronto.

BERT PRAGER, radio director of Donahue & Coe, New York, has resigned.

THISTLE (Betty) BARRETT

IF IT'S music or time buying or West Virginia that might interest you, sir, Miss Thistle (Betty) Barrett would be able to cross words with you most intelligently. For Betty not only is a talented musician, she is the current timebuyer at Morse International Inc. and also an ex-West Virginian teller of tales, attractively wrapped up in one personality.

Betty was born in New Martinsville, W. Va. Aug. 8, 1918, and between floods attended primary school there. She took her high school work at Dickinson Seminary, Williamsport, Pa. before entering the U. of West Virginia in 1934. She majored in music (violin) at the university and belonged to the Chi Omega Sorority.

After two years of college, Betty decided to go to New York and try her hand at earning a living. Her first Manhattan job was modeling winter coats in mid-July. With the temperature hovering around 95 degrees she soon left that position for greener pastures and an air-conditioned building.

Next came law as secretary to a patent attorney, but in due time radio beckoned and she joined Morse in 1940 as secretary to Dick Nicholls, radio director. In 1942 she was transferred to the timebuying department, assisting Mort Bassett. When he joined the armed forces earlier this year Betty took over the timebuying chores.

With Mr. Nicholls, Betty buys time for one of radio's largest spot accounts — Vick Products — which include Vapo Rub, Va-tro-nol, cough drops and inhaler. She also buys time for Vitamins Plus.

Betty still continues music, playing in amateur symphonies in New York, but she finds plenty of time for either theatre-going or a swim in the Shelton pool.

"He would accept WFDF Flint Michigan's invitation to breakfast at Sardi's every morning!"

Double Time

LONGINES time signals, heard on hundreds of stations, have gone to war. Amending a formula introduced by Milton Cross with the first Longines announcement on WJZ, New York, in 1926, the firm has ordered signals given in both standard and military time, for the convenience of war workers and personnel of the services. Official time signal now reads, "At the signal, the time will be 11 p.m. Eastern War Time, 23 o'clock Army-Navy Time by Longines, the world's most honored watch."

Plug, Says Hirschmann, Goods on Shelves or Not

PLEA TO ADVERTISERS to continue promotion even though business is easy to obtain at this time was voiced by Ira A. Hirschmann, vice-president of Bloomingdale's, New York department store, in a talk on "Where Do We Go From Here?" before the recent convention in New York of the Associated Chain Drug Stores.

Mr. Hirschmann urged the chain druggists to "continue to promote even when you get to the point where you have no merchandise to sell. Keep your contact with your customers, keep your names before people. My hat is off to the national advertisers. Don't let your names down!"

Disc Series

KASPER-GORDON Inc., Boston, is releasing a series of fur storage shorts for sale to local sponsors. The firm is releasing a series of 78 quarter-hour programs based on the Dan Dunn newspaper comic strip.

Sesac Bond Plans

SESAC and Treasury Representatives met March 21 in Chicago to discuss new plans for SESAC service to stations in the Second War Loan Drive. Marjorie L. Spriggs, Treasury radio chief, and Emerson Waldman, assistant radio chief, explained the drive plans. Leonard Callahan, Claude Culmer, Emile Gough, Graham Harris, Paul Heinecke and Burt Squire represented SESAC, which has been working with the Treasury Radio Section for the pat year on a voluntary basis.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW

available audience data

A HOOPER RATINGS

B MAIL COUNTS

C STATISTICAL FIGURES

A
Most recent Hooper ratings show WMC with better than 40% of the entire radio audience of all four Memphis stations in all three time classifications.

B
Mail response to network and national spot offers is amazingly high. Details on request.

C
WMC's primary day-time coverage area embraces a population of 3,052,647, with 379,810 radio homes.

WMC
MEMPHIS, TENN.

South Central Quality Network
WMC Memphis
WJDX Jackson, Miss.
KWKH-KTBS Shreveport
WSMB New Orleans
KARK Little Rock

5,000 WATTS DAY AND NIGHT
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW, San Francisco

Alameda County Nursery, Oakland, 6 *sp* weekly, thru Emil Reinhardt Adv., Oakland.
Acme Breweries, San Francisco, 2 *sa* weekly, thru Brisacher, Davis & Van Norden, San Francisco.
National Lead Co., San Francisco (Dutch Boy paint), 6 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Golden State Milk Co., San Francisco, 5 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Hulman & Co., Terre Haute, Ind. (Clabber Girl Baking Powder), *sa* weekly, thru Pollyea Adv. Agency, Terre Haute.
Langendorf United Bakeries, San Francisco (Langendorf Bread - Homestead Bread), 7 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Langendorf United Bakeries, San Francisco (Holsum Bread), 5 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.

WMAQ, Chicago

American Crayon Co., Sandusky, O. (children's story book), 3 *sp* weekly, 13 weeks, thru Triangle Agency, Chicago.
Kitchen Art Foods, Chicago (Kitchen Arts Rice Feast), 3 *sp*, 13 weeks, thru Earle Ludgin Inc., Chicago.
Bulova Watch Co., New York, 28 *sa*, 52 weeks, thru Biow Co., N. Y.
Gordon Baking Co., Detroit (Silvercup bread and bakery products), 19 sa weekly, 13 weeks, thru C. E. Miller Agency, N. Y.
Lever Bros. Co., Cambridge (Rinso), 19 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
American Chicle Co., New York (Dentyne and Clove Gum), 1 *sa* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.

KECA, Los Angeles

West Coast Soap Co., Oakland, Cal. (Powow cleaner), weekly *sp*, 52 weeks, thru Brisacher, Davis & Van Norden, San Francisco.
Interstate Bakeries Corp., Los Angeles (bread), 7 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.
B. Manischewitz Co., Jersey City (matzoths), 2 *sa* weekly 4 weeks, thru A. B. Landau Inc., N. Y.
Eastern-Columbia, Los Angeles (chain dept. store), *sa* weekly, 13 weeks, thru Stodel Adv. Co., Los Angeles.

WEAF, New York

Grove Labs., St. Louis (Bromo-Quinine), 3 *ne* weekly. 52 weeks, thru Russel M. Seeds Co., Chicago.
Flag Pet Food Corp., New York (dog food), 5 *sa* weekly, 52 weeks, thru Peck Adv., N. Y.
Packard Shaver Division, Pharmacal Products Co., New York (Packard Lektro-Shaver Sales and Service), 3 *sa* weekly, thru Ray-Hirsch Co., N. Y.
RKO Pictures, New York, weekly *ne*, 52 weeks, thru Foote, Cone & Belding, N. Y.
B. Meier & Son, New York (Golden Center Wheat Germ), 3 *sa* weekly, thru H .C. Morris & Co., N. Y.
MacMillan Co., New York (cook book), 5 *sa*, 1 week, direct.

KMPC, Beverly Hills

Leslie Salt Co., San Francisco (table salt), 11 *ta* weekly, 19 weeks, thru Erwin, Wasey & Co., San Francisco.
P. W. Minor & Son, Batavia, N. Y. (Treadeasy shoes), 3 *ta* weekly, 10 weeks, thru Stewart, Hanford & Casler, Rochester.

WABC, New York

Columbia Pictures Corp., New York (The More the Merrier, other films), 3 *ne* weekly, thru Weiss & Geller, N. Y.
General Baking Co., New York (Bond bread), 3 *sp* weekly, thru BBDO, N. Y.

WQXR, New York

Rio Bamba, New York (night club), 3 *ne* weekly, 8 weeks, thru Aetna Adv. Agency, N. Y.
Roxy Theatre, New York ("The Young Mr. Pitt"), 32 *sa*, 1 week, thru Kayton-Spiero Co., N. Y.
Samuel Goldwyn, Hollywood, Cal. ("They Got Me Covered"), 6 *sa*, 1 week, thru Donahue & Coe, N. Y.
Plaza Theatre, New York (motion pictures), 5 *sp* weekly, 13 weeks, thru Shorelane-Benet, N. Y.
General Foods, New York (Maxwell House coffee), 6 *sp*, 13 weeks, thru Benton & Bowles, N. Y.
Cooper & Cooper, New York (razor blades), 3 *ne* weekly, 52 weeks, thru Heffelfinger Agency, N. Y.
Linguaphone Institute, New York (foreign language lessons), 3 *ne* weekly, 18 weeks, 3 *sp* weekly, 12 weeks, thru Joseph Ellner Co., N. Y.
Pour La Victoire, New York (newspaper), 2 *ne*, 26 weeks, direct.
J. B. Williams Co., Glastonbury, Conn. (Aqua Velva, Glider), 24 *sa*, 52 weeks, thru J. Walter Thompson Co., N. Y.

KPAS, Pasadena

World's Dispensary Medical Assn., Buffalo (proprietary), 5 *ta* weekly, thru Dana Jones Co., Los Angeles.
Dr. Cowen, Los Angeles (credit dentist), 6 *ta* weekly, thru Dean L. Simmons, Hollywood.
Beam Sales Co., Chicago (money belt), 3 *sp* weekly, thru Paul Grant Adv., Chicago.
Miller Co., Chicago (telescopes), 5 *ta* weekly, thru United Adv., Chicago.
Gardner Nurseries, Osage, Ia., 6 weekly *sa*, thru Northwest Radio Adv. Corp., Seattle.
Charm Kurl Co., St. Paul (permanent wave kit), 5 *sa* weekly, 4 weeks, thru Guenther-Bradford & Co., Chicago.

WJZ, New York

P. W. Minor & Sons, Batavia, N. Y. (Treadeasy shoes), 4 *ta*, *sa*, 4 weeks thru Stewart, Hanford & Casler, Rochester.
Personna Blade Co., New York, 5 *sa* weekly, 13 weeks, thru Amos Parrish & Co., N. Y.
Piso Co., Warren, Pa. (cough medicine), 2 *ta* weekly, 2 weeks, thru Lake-Spiro-Shurman, Memphis.

CKWS, Kingston, Ont.

Canadian Marconi Co., Montreal (tubes), 81 *ta*, thru Cockfield, Brown & Co., Montreal.
Pure Gold Mfg. Co., Toronto (prepared food), 104 *t*, thru Cockfield, Brown & Co., Toronto.

WAPI, Birmingham

Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Church & Dwight, New York (soda), 6 *sa* weekly, 52 weeks, thru Brooke, Smith, French & Dorrance, N. Y.
William H. Wise & Co., New York (books), 6 *t*, thru Huber Hoge & Sons, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 30 *sa* weekly, thru William Esty & Co., N. Y.
Swift & Co., Chicago (All-Sweet margarine), *sa* series, thru J. Walter Thompson Co., Chicago.
Pan-American Coffee Bureau, New York, *sa* series, thru J. M. Mathes Inc., N. Y.
Noxzema Chemical Co., Baltimore (skin cream), *sp* weekly, thru Ruthrauff & Ryan, N. Y.

KLX, Oakland

Federal Outfitting Co., San Francisco (chain clothiers), 6 *ne* weekly, thru Allied Advertising Agencies, San Francisco.
Telenews Theaters, San Francisco, Oakland, 18 *ne* weekly, direct.
Readers Digest, Pleasantville, N. Y. (service men's subscriptions), 12 *sa* weekly, thru Progessive Adv. Agency, San Francisco.
Southern Pacific Co., San Francisco, 12 *ta* weekly, thru Foote, Cone & Belding, San Francisco.
Pacific Telephone & Telegraph Co., Oakland, Cal., 3 *sa* weekly, direct.
Bank of America, San Francisco (chain banking system), 7 *sa* weekly, direct.

KTMS, Santa Barbara

Golden State Co., San Francisco (Golden V milk), 10 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Los Angeles.
Interstate Bakeries Corp., Los Angeles (Weber bread), 6 *ne* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.
Seven-Up Bottling Co., Los Angeles (beverage), weekly *sp*, 13 weeks, placed direct.

CFRB, Toronto

Benjamin Moore & Co., Ltd., Toronto (paint), *sp*, thru E. W. Reynolds & Co., Toronto.
Wynola Corp., Toronto (soft drinks), *sa*, thru Ellis Adv. Co., Toronto.
Vernor's Ginger Ale Co., Toronto (soft drinks), weekly *sp*, thru Walsh Adv. Co., Toronto.

WHN, New York

P. Lorillard Co., New York (Old Gold Cigarettes), 5 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Greater N. Y. Conference of Seventh Day Adventists, 6 *sp* weekly, 52 weeks direct.

GARDNER NURSERIES IN SPRING CAMPAIGN

GARDNER NURSERY Company, Osage, Iowa (trees, shrubs, seeds, and plants), has expanded its spring campaign, according to Northwest Radio Adv. Co., Seattle. The stations:

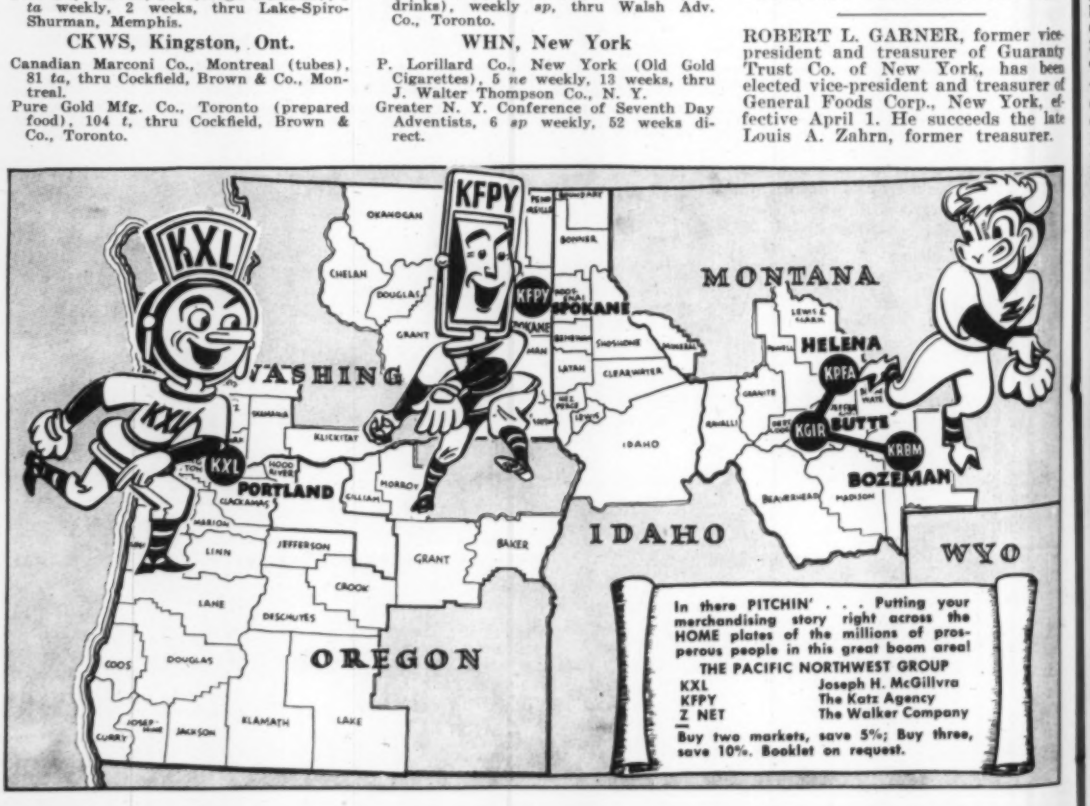
KXA WHO WLW KINY WLS KPO WHAM WBZ KTKN KOL KVI WDSM WWRL WHAS WSON WHOP WSAZ WKST KLUF WISR KHJ KHQ WEGO WTAX WTAQ WOCB WMJM WHBY WKNY WJAG WFTM WFIN WEBC KWFT KWON KFRC KUJ KTRI KSL KSJB KPRO KOVO KICD KFJZ KDYL KBIZ WLAY KXOK WPRO KFDM KMPC KYA KFSO KPAS KFBK KTRB KQW KRE KSAN KXL KDYL KFPY KMMJ KOAM KOWH KSOO WAKR WBAL WCAR WCOA WHDH WDAY WDBO WDEL WDZ WEW WHKC WIBA WIBC WITH WKAT WKZO WLOL WPEN KYW WPIC WPDQ WAAT WCAU WCSC WIS WSUN WWDC WWVA WAAF WRVA WCPO KFEL KGHL WTAR WFAA WTMA WFDF KOB KWLK KTAR.

Five-minute and 15-minute programs will be used one to three times daily, depending on local weather and planting conditions. More stations will be added April 1. The spring campaign continues until June 15.

Globe-Democrat on KWK

RUSH HUGHES, m.c. of two daily dance record programs on KWK, St. Louis, has added the *St. Louis Globe-Democrat* to his list of sponsors. The morning paper has bought a 20-minute section of Hughes' 10 a.m.-12 noon *Song and Dance Parade* and his 6:15-7 p.m. *First Five* program, Mondays, Wednesdays and Fridays. Hughes highlights *Globe-Democrat* news coverage and features. His other sponsors include Griesedieck Brothers Brewery, Bond Bread, Meyer Brothers Drug Co. and the Koken Co. A new feature of the morning show is *Uncle Sam Inc.*, during which Hughes plugs War Bonds and Government messages.

ROBERT L. GARNER, former vice-president and treasurer of Guaranty Trust Co. of New York, has been elected vice-president and treasurer of General Foods Corp., New York, effective April 1. He succeeds the late Louis A. Zahrn, former treasurer.



Radio Advertisers

JOHN F. JELKE Co., Chicago (oleomargarine), within the next few weeks will appoint an advertising manager to succeed George T. Wruck, who recently joined the Cepro division of the Rahr Malting Co., Manitowoc, Wis.

GORDON GORDON Ltd., Toronto (Princess Pat cosmetics), has started a test announcement campaign on CJRC, Winnipeg. Account was placed by Frank R. Steel Associates, Chicago.

WESTERN SAVING Fund Society, Philadelphia, is sponsoring Dr. Felix Morley, president of Haverford College, Haverford, Pa., in a weekly series of news interpretations on WCAU, Philadelphia. John Falkner Arndt Agency, Philadelphia, has the account.

MUTUAL ORANGE Distributors, Redlands, Cal., on April 13 starts sponsoring a weekly quarter-hour commentary series on four Don Lee California stations (KFXM KHJ KVOE KDB), Tuesday, 7:45-8 p.m. (PWT). Contract is for 52 weeks. Agency is Dana Jones Co., Los Angeles.

AMERICAN DAIRY ASSN., Chicago, Ill. (dairy products), on March 21 started sponsoring a weekly quarter-hour commentary program, *Voice of the Farmer*, on 17 Mutual-Don Lee Western stations (KWAL KFIO KIT KRKO KMO KOL KGY KXRO KELA KAST KWLK KALE KWIL KORE KOOS KRNR KFJI), Sunday, 3:45-4 p.m. (PWT). Contract is for 52 weeks. Campbell-Mithun, Minneapolis, has the account.

MOTHER'S CAKE and cookie Co., Oakland, Cal., has started a noonday news period, *Rationing News*, thrice-weekly on KFRC, San Francisco. Agency is Emil Reinhardt Adv. Agency, Oakland, Cal.

SCHWARTZ & GRODIN, Oakland, Cal. (clothiers), recently started for 52 weeks a weekly broadcast of the boxing matches held in the Oakland Civic Auditorium. Allen Ward and Speed Riley collaborate as sportscasters. Agency is Theodore H. Segall Adv., San Francisco.

CAPWELL, SULLIVAN & FURTH, Oakland, Cal. (department store), on March 29 will start 3 newscasts weekly for 13 weeks on KPO, San Francisco. Agency is Sidney Garfinkel Adv. Agency, San Francisco.

BRANDRAM-HENDERSON, Montreal (paint), has started an announcement campaign on a number of Canadian stations placed by Stanfield & Blaikie, Montreal.

Nothing to Sell

"NOTHING to sell" seems to be the accent in Knoxville, according to WBIR, BLUE-MBS station. War has made it possible for the station to whip up two shows, sell both to non-selling clients: Knoxville Power and Knoxville Water Board. Shows are called *Yours for Victory* and urge scrap salvage, Victory gardening, appliance conservation, etc.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets), as part of its spring campaign which started March 23, is sponsoring an intermittent schedule of twice-weekly participation in *Art Baker's Notebook* on KFI, Los Angeles. Contract is for 52 weeks. Firm in addition sponsors thrice-weekly participation in Norma Young's *Happy Homes* on KHJ, Hollywood, as well as weekly participation in Ann Holden's *Home Forum* on KGO, San Francisco. Gerth-Pacific Adv., Los Angeles, has the account.

LOCKFAST - STEINER, Montreal (shoe-high socks), has started an announcement campaign on 27 Canadian stations, placed by Stanfield & Blaikie, Montreal.

L. B. LABS., Los Angeles (hair oil, shampoo), on April 1 starts sponsoring four participations weekly in the 6 p.m. news on KRLD, Dallas. Contract is for 13 weeks. Firm is sponsoring a weekly five-minute participation in *Breakfast at Sardi's* on 13 BLUE stations, Wednesday, 9:30-10 a.m. (PWT) Glasser-Gailey & Co., Los Angeles, has the account.

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

How Many Towns Make a Market?

THAT DEPENDS. If you're thinking of metropolitan areas, the answer can well be: "One". But not if you're thinking of regional farm markets!

Take, for instance, the No. 1 Farm Market. This richer-than-ever market has exactly 1,546 towns with a population of 10,000 or less. In these towns live 34.7% of the total population. And in these towns an additional 45.3% of the people (the farmers!) do most of their buying.

In plain arithmetic, this means that 80% of the No. 1 Farm Market is *small town*—that it takes a regional station with a rural slant to get this market for you.

KMA is the *only* full-time farm station in America's greatest farm belt. It is the *one* station in the whole area that does *not* localize its programs to the people immediately under its towers. Instead, KMA is regionally programmed for the 3 million people in 151 primary counties *around* Shenandoah, who spend 820 million dollars a year in retail stores.

So—if you want to reach the most loyal and sincere folks in America—if you want a prosperous rural market that can be *yours* for as little as $20 per daytime quarter hour—then the facts in our latest market data brochure are the most important you've ever read. Write today for your copy.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

H. C. MORRIS & Co., New York, has been appointed to handle Mealene, a product of Bernarr MacFadden's Cereal Co., New York. Spot campaign for the cereal was placed by the Morris Agency and not by Jasper, Lynch & Fishel, New York, former agency, as reported [BROADCASTING, March 22].

CHURCHES OF CHRIST, Glendale, Cal., currently sponsoring a weekly half-hour live program featuring Jean Valentine, on KPAS, Pasadena, with transcribed version on KVEC, San Luis Obispo, will add other West Coast stations in early April. Placement is through Dean L. Simmons, Hollywood.

VAN De KAMP Bakeries, Seattle, using institutional copy, is sponsoring on KJR, Seattle, the BLUE *Mystery Chef*, a participating program.

GRIESEDIECK-WESTERN Breweries, St. Louis, is sponsoring the *Funny Money Show* on KWK, St. Louis. 7:30 p.m. Thursdays, featuring Carl Hohengarten's orchestra; Madelaine, songstress; the Singing Swingtones; Coon Creek Boys, and the Rich Hayes, Jack Conner and Swing Trio. Audience participation is an added feature.

GENERAL BAKING Co., New York, in behalf of Bond bread, has renewed for 52 weeks *Morning in Manhattan*, five-weekly quarter-hour program on WEAF, New York, effective March 25. BBDO, New York, handles the account.

GEORGE JELLENIK Jr., former executive of H. W. Halifax Adv., New York, has been named advertising and sales promotion manager of Major Vitamins Inc., New York, makers of Major B complex vitamins. Mr. Jellenik was on the sales executive staff of Bloomingdales, New York department store, and has served on the store's copy writing staff. He was at one time radio editor of a Washington newspaper. Major Vitamins is currently engaged in a spot radio campaign.

CANADA DRY Ginger Ale Inc., New York, on March 29 starts sponsoring the five-weekly quarter-hour news commentary, *Faces and Places* on two Don Lee California stations (KHJ KFRC) Monday through Friday, 6:15-6:30 p.m. (PWT). Contract is for 13 weeks. Agency is J. M. Mathes Inc., New York.

CALIFORNIA AMUSEMENT Enterprises, Los Angeles (Arragon ballroom), on March 15 started sponsoring a nightly quarter-hour participation in Al Jarvis' *Make Believe Ballroom* on KFWB, Hollywood. Contract is for 52 weeks, with placement through Advertisers Sales Agency, Los Angeles.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Here's a new rich market that'll make you dizzy with sales

★ Retail sales have never been so high! Tourist-income in our best seasons can't hold a candle to Miami's annual income today. Bank deposits showed an overwhelming increase in 1942!

★ The thunder of horses' hoofs at Hialeah and Tropical is replaced by the rhythm of tools in the hands of civilian war workers, who have created a great buying power . . . a rich market that hums with activity twelve months a year.

★ This new rich market is yours—come and get it! **And . . . lay your ground work now for postwar profits.**

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

National Representative
GEORGE P. HOLLINGBERY COMPANY
★
5,000 WATTS
610 KC
NBC
★

WIOD MIAMI

GERMANY IS FIRST IN MOTHER TONGUES

GERMAN is the most frequently reported mother tongue in the United States, according to a report based on the 1940 Census, issued recently by the Census Bureau. In certain sections of the country, however, other languages were more often reported. For example, French is the mother tongue reported most frequently in New England, and Spanish in the Southwest, the data show.

Statistics are based on returns from a 5% sample of the population enumerated in the 1940 Census. Mother tongue is defined as the principal language spoken in the home during a person's earliest childhood.

The tables show how strong a hold a foreign language may have in the homes of certain population groups, even after several generations in this country. Large numbers of persons of third or subsequent generations in the U. S. are included among the French-speaking people of Louisiana and among those who speak Spanish in New Mexico, to give examples.

In a breakdown by states, French is the main mother tongue in Maine, New Hampshire, Vermont, Rhode Island, and Louisiana. Italian leads in Connecticut, New York, New Jersey, Delaware, West Virginia. German heads the list in Ohio, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas, Maryland, Virginia, Kentucky, Tennessee, Arkansas, Oklahoma, Montana, Idaho, Wyoming, Utah, Washington Oregon. Spanish was the most frequently reported foreign tongue in Florida, Texas, Colorado, New Mexico, Arizona, California. In Massachusetts, returns were almost equal for French and Italian. In Pennsylvania, German and Italian ran close. Polish showed the highest return in Michigan, with German a close second.

Quiz at Radio Lunch

MEMBERS of the Radio Executives Club of New York took an active part in the entertainment at last Wednesday's meeting when Bob Hawk, m.c. of the Camel show on CBS *Thanks to the Yanks*, conducted a quiz session with time-buyers and radio executives as participants. Out-of-town guests included Howard Chernoff, West Virginia Network; John Rivers, WCSC, Charleston, S. C.; Ken D. Soble, CHML, Hamilton, Ont.; Ken D. Given, WLBJ, Bowling Green, Ky.; Barron Howard, WRVA, Richmond, and Mort Silverman, WEIM, Fitchburg, Mass.

Crosley Net Profit

CROSLEY Corp., Cincinnati, and subsidiaries, including WLW-WSAI, made a net profit of $1,931,659 after depreciation, Federal Income and excess profits taxes were deducted, for the year ending Dec. 31, 1942, the annual report discloses. Earnings in 1941 totaled $1,493,135. Last year's net was equal to $3.54 a share on 545,800 shares of capital stock, as compared to $2.73 a share the previous year.

NEWS SPOTS are spot news as Grove Labs., St. Louis, signs a contract involving more than a quarter-million dollars for news and news commentary programs starting March 29 on nine NBC owned and operated stations, largest single contract ever received by NBC central division spot sales. Eyeing the document are (seated) Oliver Morton, manager, NBC central division local and spot sales; and June Rollinson, timebuyer of Russel M. Seeds Co., Chicago, who negotiated contract for the client. Standing is Rudi Neubauer, NBC salesman. Grove is using about 40 major-market stations in an intensified summer drive for Daily Vitamins [BROADCASTING, March 15].

Repplier on Council

THEODORE S. REPPLIER, campaigns manager of the War Manpower Commission, has resigned to become manager of the Washington office of the Advertising Council, effective April 1. Before entering government service in 1942, Mr. Repplier was associate copy director of Young & Rubicam, New York. He joined that agency in 1931, and had previously served as advertising supervisor of the Chesapeake & Potomac Telephone Co., Washington.

Mr. Repplier

Zero Starts Drive

BEACON CHEMICAL Co., Philadelphia, is starting a spot campaign for Zero, a new ammonia product described as a general household cleaner. Ammonia has not been available for general consumer use recently due to restricted materials but some is now back in the market. Details of the campaign are not available. Company is placing direct. Paris & Peart, New York, was recently appointed agency.

WSAZ Joins Blue

WSAZ, Huntington, W. Va., on April 1 will become a basic BLUE supplementary station, bringing the total of BLUE affiliates to 150. Operated by WSAZ Inc., the station operates on 930 kc., 1000 watts. Evening hour rate is $120.

XUM

Once in a while someone turns a spotlight on a concern that is simply doing its public-service duty in its own peculiar daily fashion. Unaccustomed as we are to spotlights and indifferent as we are to horn-tooting, we are frankly glad to be able to remark here the fact that

THE GEORGE FOSTER PEABODY RADIO AWARD FOR 1942

for

"OUTSTANDING PUBLIC SERVICE BY A REGIONAL STATION"

has just been given to

WCHS

CHARLESTON, WEST VIRGINIA

. . ."on recommendation of the University of Georgia faculty committee, for the program 'The Home Front'—a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war."

5000 WATTS • 580 ON YOUR DIAL • NATIONAL REPRESENTATIVES—THE BRANHAM CO.
JOHN A. KENNEDY, PRESIDENT • HOWARD L. CHERNOFF, MANAGING DIRECTOR • CBS SERVICE

Peabody Awards

(*Continued from page 14*)

work correspondent to broadcast a report of the situation in Algiers, after broadcasting facilities were made available Nov. 14. Collingwood gave a vivid description of the political situation in Algiers just one week after the invasion on the CBS *World Today* program at 6:45 p.m., scooping other network correspondents by one-half hour [BROADCASTING, Nov. 23, 1942].

He scored another scoop last Christmas Eve at the time of the assassination of Adm. Charles Darlan. Although CBS was unable to put Collingwood on the air with the news because of poor atmosphere conditions, the network learned the story in time to present it as a flash bulletin.

Winner of a Rhodes scholarship at Oxford, Collingwood was in Geneva at the time the war broke out in the summer of 1939, after which he returned to England as a member of the staff of United Press. During 1941 and 1942 he was heard frequently on the *World Today* series, 6:45-6:55 p.m.

War Program

The CBS writing-directing team of Ranald MacDougall and William Robson was given the assignment of handling *The Man Behind the Gun*, when it started on CBS Oct. 7.

About 20 weeks after the program had been on the air and had attained success as a Wednesday 10:30-11 p.m. sustainer, Elgin National Watch Co., Elgin, Ill., contracted for the series with CBS, shifting it March 7 to Sunday evenings at 10:30 p.m. Institutional commercials for Elgin are used and J. Walter Thompson Co. is in charge.

Designed to tell how the man behind the gun lives, his duties, and the stories behind the weapons he uses, the series has dramatized such authentic events as the landing of the marines on Guadalcanal, the capture of Henderson Field, the tense journey of a typical Atlantic convoy en route to Murmanks, Russia, and the heroic exploits of the U. S. light cruiser *Boise*. It is offered with the full cooperation of the armed forces.

Forestry Series

Ten years ago when an intensive reforestation program was instituted in Wisconsin, it was found that very little educational material dealing with forest conservation was available. The immediate problem was to find naturalists or men who knew the forest lore to serve as advisors—and that's how *A field with Ranger Mac* came into existence. Originated by H. B. McCarty, director of the *Wisconsin School of the Air* at the University of Wisconsin, the series was presented first in 1933 on WHA, the university's station at Madison, Wis.

"Ranger Mac" himself is Wakelin McNeel, chief of the Junior Forest Rangers, and a vigorous Scotsman who knows the out-of-doors. He talks on nature and conservation, and occasionally conducts a quiz session for school children. Mr. McCarty is with the Office of War Information, on leave for the duration.

The Home Front

A public service series, created by Howard Chernoff, managing director of the West Virginia Network, *The Home Front* started on WCHS, Charleston, Sept. 13, 1942, under sponsorship of the local dealer for Sherwin-Williams Paint Co., Cleveland. Cited by the Peabody board for its outstanding service to a community at war, the program asks listeners to send in questions on current problems perplexing them, and offers answers to those queries as written by such authoritative Government agencies as the OPA, Red Cross or Selective Service.

Though it has not been possible to answer on the air every question submitted, WCHS has sent answers by mail to every listener who did not hear his query broadcast. The series first went on the air Thursday evenings, later shifting to Sunday 9-9:15 p.m. Currently, it is heard Sundays 1:45-2 p.m. Produced by William J. Adams, the announcing chores are handled by David Fulton and Sam Molen of WCHS.

WAAC Cuts by WKY

THE 8TH CORPS Area Volunteer Service Command has selected WKY, Oklahoma City, to make master cuts of a WAAC recruiting program series. WKY will supply cast and production. Platters will be played by stations throughout the corps area.

NAVY YARD employes at Philadelphia now get noon lunch hour news daily through direct wire from WCAU's news room. Arrangements were made by former WCAU publicity chief, Kenneth W. Stowman, now a naval public relations lieutenant, and station's Program Director Stan Lee Broza. News shots are not broadcast.

Canada War Drive

PLANS FOR use of paid radio advertising for Canada's Fourth Victory Loan drive for $1,100,000,000, starting April 26 to May 15, are taking shape. It is understood that the campaign will include five one-hour variety shows with name stars from the United States, on Wednesday evenings 9-10 o'clock, starting April 14. In addition, there will be a Sunday evening half-hour show, with Jack Benny and Charlie McCarthy, 7:30-8 p.m., which the National War Finance Committee has retained since the Third Victory Loan drive last October and is currently using for its *Highlights for Today*. Various paid spot campaigns are being planned, including one directed to farmers. The entire campaign is being handled by the War Finance Committee of the Advertising Agencies of Canada, spreading the task among all agencies.

The Standard Symphony

AT THE END of the current season *The Standard Symphony* will have completed 15 years on the air—with its sponsor, Standard Oil Co. of California, the second oldest user of radio in the United States. The series started on KPO, San Francisco, Oct. 13, 1926.

Standard Symphony has presented many famous conductors and orchestras. Since 1928, the sponsor also has presented a companion network feature, *Standard School*, a course in music appreciation which helps pupils follow the evening program. Both have won many citations. Four leading Coast universities give their students credits for completing the course.

Three Times As Many For Your Dollar!

WOAI has over 3 1/3 times more radio homes—per dollar—in San Antonio, Austin and Corpus Christi combined than the only other San Antonio station reaching all three of these markets! This figure is based on published national rates and C. E. Hooper Mid-winter Indexes.

San Antonio, Austin and Corpus Christi—where your WOAI dollar buys such immense listener preference—are THREE of the TWENTY-EIGHT metropolitan counties in the ENTIRE United States listed by the Census Bureau as having the most rapid wartime growth and the best postwar prospects of retaining their growth!

Yes, WOAI delivers premium listener value for your dollar in Central and South Texas.

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

★★★★★★★★★★★★

Lowest Cost per Listener In the Tri-City Area

TROY - ALBANY- SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts at 980 Kc.

The ONLY Basic BLUE Station In Eastern New York

Represented by RAYMER

CRYSTALS by HIPOWER

Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to serve you with your crystal needs.

HIPOWER CRYSTAL CO

Sales Division—205 W. Wacker Drive, Chicago
Factory—2913 Charleston Street, Chicago

NAB 3d District Elects Thompson

Altoona Man Named Director; Group Endorses OWI Plan

ROY THOMPSON, general manager of WFBG, Altoona, Pa., was elected director for the NAB Third District—Pennsylvania and Delaware—at the regional district meeting March 22 in Philadelphia.

Mr. Thompson, who succeeds Isaac D. Levy, vice-president of WCAU, Philadelphia, was elected unanimously for a two-year period and starts his term with the annual NAB meeting next month. Also by unanimous vote, Mr. Thompson was elected president of the Pennsylvania Assn. of Broadcasters, made up of NAB and non-NAB members in the State. Though this office normally carries a one-year term, the association voted that Mr. Thompson hold the post for the duration.

Browning Speaks for OWI

Sole deliberation of the day was a resolution endorsing the OWI radio plan and providing that, except for the Army and Navy, all requests by Government and private agencies for free radio time be cleared through OWI. Pros and cons of the OWI plan were discussed by Howard Browning, executive director of the OWI regional office, who commended radio for its fine cooperation. Dr. Leon Levy, president of WCAU, Philadelphia, and radio consultant for OWI, also spoke on the plan and pointed to its success in the Third District, where it was first tried out.

Army and Navy representatives explained the role of radio in certain war activities and expressed appreciation for radio's cooperation.

Avery, Arney for NAB

Presenting the NAB's Retail Promotion Committee Plan, Lewis H. Avery, Director of Broadcast Advertising of the NAB, told how radio can keep local retailers on a sound economic basis. C. E. Arney Jr., secretary-treasurer of the NAB, outlined the agenda of the forthcoming NAB War Conference in Chicago, and Carl Haverlin, vice-president in charge of station relations for BMI, discussed BMI's progress and activities.

Those attending the session were:

B. A. Beck, WKOK, Sunbury; A. W. Dannenbaum and Charles Stahl, WDAS, Philadelphia; Com. Joseph L. Tinney, USN; Lt. (s.g.) Kenneth W. Stowman, USN; Paul Karnes, Press Assn.; James Aull, KYW, Philadelphia; Lt. John B. Crandall; H. A. Seville, WJEJ, Hagerstown, Md.; David Rosenblum, WISR, Butler; George E. Joy, WRAK, Williamsport; Ed Clery, WIBG, Philalelphia; J. C. Tully, WJAC, Johnstown; Mr. Thompson; A. C. Baltimore, Wilkes-Barre; Dr. Leon Levy and I. D. Levy; Mr. Arney; Mr. Haverlin; Mike Lahr, WKOK, Sunbury; C. M. Chafey and Raymond A. Gaul, WEEU, Reading; Mr. Avery; Roger W. Clipp, WFIL, Philadelphia; Clair R. McCollough, WGAL, Lancaster; Gorman Walsh, WILM, Wilmington, Del.; C. G. Moss, WKBO, Harrisburg; Howard Browning, OWI; S. Burton Tall, OWI; George D. Coleman, WGBI, Scranton; Benedict Gimbel Jr., WIP, Philadelphia, and Arthur Simon, WPEN, Philadelphia.

NEWEST NAB DIRECTOR is Roy Thompson, representing the Third District (Pennsylvania, Delaware). Isaac D. Levy, vice-president of Philadelphia's WCAU and retiring director, congratulates Mr. Thompson (left). The new director is manager of WFBG, Altoona, and is also president of the Pennsylvania Assn. of Broadcasters.

WFBL Staff Changes

STAFF realignments are under way at WFBL, Syracuse, with 17 men in the armed services and others due to leave soon. Effective March 27, Robert G. Soule, vice-president and promotion manager, took charge of programs and promotion. George M. Perkins, program manager, who left to join the radio department of Foote, Cone & Belding, New York, is succeeded by Ray Gantter, music director. Robert Doubleday, of Johnstown, N. Y., and Robert McCafe, who comes from the Syracuse U. radio workshop, are new announcers, while John Batchelder left the staff to join WRC, Washington, March 26, and Robert Delaney was inducted into the Army the same day.

Jimmie Walker Project

THERE is possibility that Jimmie Walker, one-time mayor of New York City, may go on the air in a regular series of broadcasts. Plan has not progressed beyond the discussion stage, however, according to Mr. Walker's office. The ex-mayor was heard on WHN, New York, in 1941 as m.c. of the *Opportunity Hour* for a 13-week period.

GEORGE PUTNAM, NBC news reporter, will appear in the Universal film, "We've Never Been Licked". He returns to New York April 10 to resume broadcasts.

Russey Heads WDAK

HAROLD RUSSEY has been appointed manager of WDAK, West Point, Ga., replacing J. Herbert Orr, now a commissioned officer in the Army. Mr. Russey joined WNRA, Muscle Shoals, as announcer when that station opened in 1933, and has since been with Alabama, Georgia and Tennessee stations as announcer, operator, program and traffic director. Before coming to WDAK, Mr. Russey was program director of WLAG, Lagrange, Ga.

Radio Fights Fire

QUICK action by the staff of KGNF, North Platte, Neb., recently saved the village of Maxwell, a dozen farm homes, and thousands of tons of hay from destruction by fire. When a raging prairie fire threatened to get out of hand, KGNF broadcast an appeal for volunteer firefighters. In a matter of minutes, more than 600 men reported to police headquarters and were rushed to the scene. Two hours later the blaze was under control.

Garden Book on 75

SIMON & SCHUSTER, New York, whose income tax book campaign used more than 500 stations during the fall and winter, is starting a new campaign to promote its new *Victory Garden Manual*. Time has been bought on 75 stations. This number will be rapidly increased to handle outlets in every section of the country. Edwin A. Kraft, of Northwest Radio Adv. Co., Seattle, is handling the account.

QUAIL (Ky.) AIN'T BIG SALES GAME!

Because few people live there, Quail, Partridge and Sparrow (Ky.) are pretty small game where sales are concerned! In fact, the only really big covey in the whole State is the Louisville Trading Area—nearly a million-and-a-half people with 35.5% *more* buying power than the rest of Kentucky *combined!* . . . . WAVE bird-dogs every radio home in the Louisville Area—flushes *listeners* because it's the only NBC station within 100 miles! Shall we a-hunting go—together?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC. National Representatives

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVES

'tis spring!

and "red" barber's play-by-play reporting of the action and the antics of the "brooklyn dodgers" on

WHN

becomes the extra audience-magnet making *whn programs* the greatest buys in your greatest market, today!

50,000 WATTS
1540 Broadway
New York City
Chicago Office:
360 N. Michigan

WDRC
CONNECTICUT'S PIONEER BROADCASTER
BONUS IN HARTFORD
WDRC's Primary Area fans out from Hartford to include dozens of Connecticut cities and towns. You get this bonus circulation at no additional cost. WDRC has one low rate for local, regional and national advertisers. Basic CBS for Connecticut.
CBS

5000 WATTS
FULL TIME
DIRECTIONAL
• New Coverages
• New Audiences
$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

Stovin
and
Wright
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

KXOK
ST. LOUIS, MISSOURI
630 Kilocycles
5000 Watts Full Time
BLUE NETWORK
Represented Nationally by
WEED & CO.

New Survey Maps Released by CBS

New Technique Used to Define Affiliates' Listening Areas

CBS AFFILIATE stations will receive this week from the network new coverage maps, based on the response of approximately 150,000 radio families to a survey conducted last year for CBS by the Industrial Surveys Co. of Chicago. Embodying a new technique, which selects the radio families to secure an equal distribution by residence, covering every county in the country, and by income level, this survey reveals not only the overall but the daily listening habits of the families responding.

Ballots asked that "everyone in your family help you fill in this ballot, so that it will show all the radio stations really listened to in your home" and offered to pay "ten cents to your favorite charity in your name" in exchange for an answer. Out of 185,000 ballots mailed, an 80% response was secured. Listeners were asked first to list the call letters of all stations listened to by any member of the family at any time, with space provided for listing a dozen stations. They were then asked to check the number of nights a week each station is listened to, and the number of days, with the night and day spaces each subdivided so the listener could check "six or seven nights (or days) a week," "three to five," "one or two" or "less than one."

AFRA Disc Code Agreement Is Seen

REVISION of the transcription code of the American Federation of Radio Artists along the same lines as the recent revisions of the union's network commercial and sustaining codes appeared probable last weekend. The two live program agreements, as revised, call for 10 percent increases in minimum scale and for the extension of the contracts for another year, pushing the expiration date ahead to Nov. 1, 1944.

They also carry over the former cost-of-living clause, providing that they may be reopened for discussion of minimum scale increases if the government cost-of-living index rises 10 points or more from its current level.

Socony Expands

TO PROMOTE its new super-fuel "Flying Horsepower", Socony-Vacuum Oil Co., New York, is telling the story of its chemical development in spot broadcasts throughout the country as well as on Raymond Gram Swing's news program on the BLUE. Socony has also substantially expanded its advertising this year for its Tavern Household products, using spot announcements on a test basis in various selected markets. Agency is Compton Adv., New York.

NOR SLEET NOR SNOW—nor even a broken shoulder shall keep Francis P. Malone, news editor of WIOD, Miami, from his appointed rounds at the microphone. Mr. Malone, injured in an auto accident, is propped up in bed at home while messengers from his news room keep him posted on the world at large and the "show goes on".

IOWA HOUSE VOTES TO END WAR TIME

IOWA last week took definite steps to abolish War Time when the House of Representatives passed a bill to turn back clocks one hour.

War Production Board went on record as opposed to any but universal time, issuing a lengthy statement pointing out reasons why universal War Time must be maintained if the war production program is to be carried out.

"The failure of a state to observe War Time, confusing in times of peace, becomes very serious in times of war," said the WPB statement. "With the transportation facilities of the country already taxed to capacity, a lack of uniformity in the use of War Time throughout the 48 states impairs the efficient operation of these facilities and results in public confusion, causing delays and waste of manpower in the shipment of war materials."

Editorials from the *Dayton* (O.) *Daily News*, pointing out the confusion existing in Ohio as a result of legislative action, and from the *Lansing* (Mich.) *Journal*, criticizing Michigan's split time, were reproduced in the WPB statement.

CBS Adds WFMD

WFMD, Frederick, Md., on March 21 joined CBS as a special supplementary station available with the Basic network. Owned by the Monocacy Broadcasting Co., WFMD operates on 930 kc., 500 watts fulltime. Evening hour rate is $75. According to William S. Gittinger, CBS vice-president in charge of sales, advertisers using the full CBS network are not obliged to add WFMD to earn the 15% discount, but, when the station is used, an advertiser earns the same discount on WFMD as on the other CBS stations.

Pillsbury Spots

PILLSBURY Flour Mills, Minneapolis, is preparing a campaign of one-minute transcribed announcements to be placed on approximately 35 stations over a ten-week period for pancake flour. Simultaneously, the list of 25 stations carrying announcements three to six times a week for bread flour will be expanded. Agency is McCann-Erickson, Chicago.

Iowa Batteries

(*Continued from page 12*)

1940, the last date for which official figures are available, only 30.1% of the farms were receiving high-line electric power. In six states, less than 10% of the farms have electric power.

The national average in June 1940 was 26.1%. This has been increased some since then, but priorities on copper have held the increase down. And, in addition, many of the farms which have been connected to the highlines recently have not had a chance to buy electric appliances. A fair estimate would seem to be something like 70% of all the nation's farms are presently dependent upon battery radios.

WMT, which serves a large midwestern rural population, had its attention attracted to the problem by a few letters from farm listeners who had been unable to buy replacement batteries. Farm Director Dick Stockwell and I asked listeners to aid in making a survey of the true situation. Hundreds of letters arrived within a few days.

In many instances, the writers said their batteries still contained enough power to permit listening to one newscast or market period a day but the neighbors had been without the use of a radio for several months. Then, within a few days, the word of mouth publicity in the rural areas carried the news to those without radio service.

Letters From Dealers

Many more farmers wrote to WMT saying they had heard of the station's efforts on behalf of farm listeners, and outlining their experiences in trying to get batteries.

The station received many letters from radio dealers throughout their coverage area. A typical one said this: "There is a big shortage of batteries. We have been getting only one battery about every 10 days. We could sell 200 if we could get them."

ARMY TO CLARIFY CENSOR DIRECTIVE

CLARIFICATION of a War Dept. directive to public relations officers in the field, involving the broadcast and publication of letters from men overseas and interviews with soldiers returned from combat zones is expected shortly.

The War Dept. Bureau of Public Relations last week sent out the directive, instructing PRO's to review all letters from personnel overseas before such letters are broadcast or published. PRO's also were charged with reviewing scripts involving interviews with men returned from combat zones.

Because of a conflict between the War Dept. orders and the Code of Wartime Practices, both for radio and the press, War Dept. officials were to issue a new directive, it was learned. The Censorship Code leaves the use of letters from overseas personnel up to broadcasters, urging them to "measure the contents of such letters in the light of the provisions of this Code". Interviews, under the Code, must be cleared by the Office of Censorship or "appropriate Army or Navy public relations officers".

XUM

Of the Six

GEORGE FOSTER PEABODY RADIO AWARDS *for* 1942

CBS wins 3

Designed to give educational recognition to meritorious public service by broadcasters, the George Foster Peabody Radio Awards conferred by the Henry W. Grady School of Journalism, University of Georgia, now add, for 1942, three more citations to the eight already won by CBS. The grand total is eloquent testimony to Columbia's continuing determination to serve the public to the maximum of radio's versatile power.

For the outstanding reporting of the Year 1942:

CHARLES COLLINGWOOD

He is a CBS correspondent in North Africa, with a record of notable "firsts" in the news of that theatre. The "award... goes unanimously to Charles Collingwood of CBS, who, with the tools of inference, indignation and fact, has conveyed to us through the screen of censorship an understanding of the troublesome situation in North Africa."

For the outstanding entertainment in drama:

"THE MAN BEHIND THE GUN"

First broadcast as a CBS sustaining program, now sponsored by Elgin Watch Co., this "new program... brilliantly written by Ranald R. MacDougall and authentically produced by William Northrup Robson" wins the award "... for a timeliness, a racy dialogue and a vivid sound effect which intensify our appreciation of what the men in action are up against".

Outstanding public service by a regional station:

STATION WCHS, Charleston, W. Va.

"... on recommendation of the University of Georgia faculty committee" WCHS receives its citation "... for the program 'The Home Front' —a twice-weekly feature which was created and maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war". The program was wholly originated and conducted by Station WCHS itself.

CBS

This is... THE COLUMBIA BROADCASTING SYSTEM

OWI CLEARS DRIVE

Treasury's Radio Campaign Given Cooperation

MISINTERPRETATION of Secretary Morgenthau's telegram to the industry led last week to several inquiries from broadcasters, according to OWI officials. These questions were classified as (1) Has the Treasury Drive for $13,000,000, starting April 12, been cleared by the OWI? (2) Doesn't Treasury's request for additional time result in a breakdown of the OWI Allocation Plan?

To these questions the OWI pointed out that the Treasury's proposed campaign has been discussed with and approved by the OWI and that it does not constitute a breakdown of the Allocation Plan, inasmuch as on the first day only is Treasury asking for additional time.

During the remainder of the campaign the Treasury will ask only for special announcements on programs already devoted to War Bonds. Although in some instances a broadcaster may be asked to substitute special programs for those already on the air on behalf of War Bonds, no requests for extra time will be made after the opening day.

OWI pointed out that the entire campaign, including the opening day's requests, has been cleared through proper channels as set forth in the Allocation Plan. OWI urged broadcasters to cooperate with the Treasury.

WITH APPROPRIATE CEREMONY, Goldblatt Bros., Chicago department store, becomes the fourth large Chicago department store to use radio, as Nathan Goldblatt (seated), general merchandising manager, signs contract for a series of quarter-hour inspirational programs four times a week on WGN, Chicago. The program, featuring Harold Sherman, philosopher, and titled *Your Key to Happiness*, starts April 5. Looking on are (l to r): William Futterman, Goldblatt sales promotion director; Harold M. Sherman; H. S. Vanderbie, president, Vanderbie & Rubens, Chicago, agency handling the account; J. C. Wilson, Goldblatt general manager; Earl Nelson, account executive, Vanderbie & Rubens; W. A. McGuineas, sales manager; George Harvey, asst. sales manager, WGN.

BALANCED MUSIC RATION

Popularity of Recordings Considered by WLVA Man in Classification System

STATIONS may get some help in evaluating their transcription services and record purchases from a formula for 15-minute and hour recorded musical programs worked out by Randolph Bean, of the continuity and sales staff of WLVA, Lynchburg, Va., and the Tri-City Stations of Virginia.

Although conceding that any formula is bound to seem academic since music is a matter of taste, Mr. Bean believes his plan aids in general programming. It is the result of his experience on WJOB, Hammond, Ind., where he was program director, 1939-42.

Program Formula

Under this arrangement, all popular music is classed in seven groups. A recorded program consists of balanced selections from each group. Classes are "Big Ten", the Hit Parade tunes; "Coming Up", new and gaining popularity; "Going Down", near misses and past their peak; "Has-Beens", worn thin; "Never Weres", bulk of all popular music; "Old Favorites", has-beens after a long rest; "Classics", Gershwin, Carmichael, Kern, and Berlin can be well represented.

Using these designations, a 15-minute program might include: one Big Ten; two Coming Up; one Going Down or Never Were; one Old Favorite or Classic.

An ideal make-up for an hour show, Mr. Bean suggests, might be: four Big Tens; one Going Down; two Never Were; three Classics; six Coming Up; no Has Beens; two Old Favorites.

Even with the formula, he warns, a good deal of success rests in selecting individual numbers, providing the proper change of pace and so on. However, he declares, the plan makes a good starting point in purchasing records for the shows.

'Truth' Sells Bonds

FIRST TWO appearances of the *Truth or Consequences* program, sponsored on NBC by Procter & Gamble Co., Cincinnati, and currently on tour, brought in a total of nearly $1,500,000 in War Bond sales. The tour lasts four months and is expected to bring in more than $20,000,000. Agency is Compton Adv., New York.

Directors Certified By ASCAP Board

Resolution on Power Transfer To Be Acted on This Week

ASCAP BOARD of directors, at its meeting last Wednesday, received the report of the committee on elections, which certified the election of the following directors: writer members—Fred E. Ahlert, Oscar Hammerstein II, Irving Caesar, A. Walter Kramer; publisher members—Gustave Schirmer, Louis Bernstein, Herman Starr, Saul Bornstein. All were reelected except A. Walter Kramer, who replaces Oley Speaks.

To Meet March 31

Board also voted to submit to the general membership meeting, March 31, at the Ritz-Carlton, New York, several proposed amendments to the ASCAP articles of association, including the 19-point resolution of Robert McGimsey, submitted at the recent meeting of ASCAP's west coast members and approved by that group. The amendments in Mr. McGimsey's list are largely devoted to transferring power from the directorate to the general membership of the Society, proposing, among other things, that the officers and executive committee members be elected by the membership instead of by the board, and also for the bringing of proposed amendments before the membership without the prior consent of the board. Another of Mr. McGimsey's proposals would, if adopted, make the president of ASCAP a full-time officer-employe of the Society at a fixed salary.

Universal Elects

IN AN EXPANSION program for post-war activity, James R. Fouch, founder and president of Universal Microphone Co., Inglewood, Cal., in late March was elected chairman of the board. James L. Fouch, vice-president, has been made president, with Cecil L. Sly, secretary-treasurer, elevated to vice-president and treasurer. Durwood (Jack) Allen, accountant, is now secretary.

Steatite Surplus

FACILITIES for production of steatite, talc product used as an insulator in electronic equipment, have been expanded so successfully, WPB said last week, that producers are operating at only 75% of capacity. WPB hopes that equipment manufacturers will switch from inferior plastic insulators adopted during the post-Pearl Harbor bottleneck period.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

SPOT SALES, INC.

24 Hours a Day!

WOL

WASHINGTON

Washington's Only 24 Hour Station

1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

KOB ALBUQUERQUE

50,000-25,000 Watts • 770 KC

NBC and BLUE Network Programs

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Disc Shows Build Business for Style Shop in Edmonton

'Persistent-Consistency' by Retailer Proves Effective

DESPITE the active competition of five major department stores and ten other women's specialty shops which cater to the same market, Morton's Ltd., in Edmonton, Canada, has used radio effectively to become one of the city's leading fashion centers.

"We'll continue to put the bulk of our advertising money into time on CJCA," declares Manager Charles Rapp, who also supervises two other Morton's branches in Western Canada. "While radio has sold goods for us with unequalled efficiency and economy in recent years, it never has lost its original virtue that it builds *good-will!*"

Morton's Policy

Keynote of Morton's standout success with radio, according to Mr. Rapp, is "persistent-consistency". At the outset he was sufficiently farsighted to use enough radio to establish its usefulness. And even now, despite certain merchandise shortages in this busy supply-center for the Alaska Highway—when the firm has almost all the business it can handle—Mr. Rapp still keeps everlastingly at it. "My job now," he asserts, "is to keep the fences mended!"

Since its advent in radio, Morton's account-history reads like a broadcaster's directory. Program titles include: *Who's News, Through The Years, If It Had Been You, That Was The Year, The Story Behind the Song, Guess What, Little Women* and many others. At present it is using a 26-to-52-week schedule of *Calling All Cars* which will be supplemented shortly with a talent show.

A practical-minded showman, Mr. Rapp is an ardent believer in the efficacy of transcriptions. Though he recognizes the fact that disc-shows frequently lack local color, he prefers to sacrifice that factor in favor of metropolitan glamour and professional production. And sometimes he has bought programs that had no appeal to him personally, simply on the station's word they would do a job.

Supporting his preference for waxed presentations, Mr. Rapp comments: "People still come into my store and remark about two programs that we used in 1939—*The Story Behind the Song* and *That Was the Year*. Those were stand-out shows and we need more like them!"

Morton's success with radio once again dispels the prevalent "pictures-needed" bogey, about the promotability of fashion-merchandise by air. Pointing to a satisfying and impressive business-record, Manager Rapp states: "We've used radio primarily to whet women's desires. Radio has brought them into the store to shop—exactly what we wanted them to do!"

All in Fun

AN M. C. of a twice-weekly screwball variety show, *Matinee Varieties*, on KFAR, Fairbanks, Alaska, knocks his sponsor regularly—and the sponsor likes it, comes back for more. "Have you had your ears lowered lately? If not, join the lineup at Wittner's Barber Shop in Fairbanks," chants Al Bramstedt. "For a nominal fee they give you the works—everything from a pig shave to a neck shave that is guaranteed not to leak. You also get the local news, plus more gossip than you could pick up at a month full of quilting bees. And you can re-examine all the oldest issues of *Whiz Bang, Pic, Look, Life* and *Click*."

La Rosa Spots

V. LA ROSA & SONS, Brooklyn, in addition to participations on several women's programs in the East for macaroni, is using Italian programs and announcements on five stations in the region. Outlets are: WOV WPEN WEAN WICC WMEX. Commercial Radio Service handles Italian advertising while N. H. Hackett Inc., is agency for English-speaking listeners.

NIAA Regional Meets

ONE-DAY regional meetings in key cities will replace the 1943 conference of the National Industrial Advertisers Assn., national headquarters in Chicago announced last week after tabulating results of a mail vote. A regional session will be held in Philadelphia April 8 and another in New York May 7. Other dates and cities will be announced shortly.

John O. Rosser

WORD HAS just been received in Washington of the accidental death by carbon monoxide poisoning of John Ousley Rosser, program director of WTAW, College Station, Texas, several weeks ago. Mr. Rosser had worked previous to 1939 at KGKO, Fort Worth, and WQXR, New York. Parents and wife survive.

NEAL REAGAN, announcer of KFWB, Hollywood, has been signed for a role in the Columbia film, "Right Guy".

CHARLES J. LANPHIER (left), manager of WEMP, Milwaukee, since 1936 signs a new contract with Glenn Roberts, principal stockholder, to continue as manager of the Milwaukee Broadcasting Co., licensee of WEMP, and recently reorganized in a stock transaction from a corporation to a partnership group of eight persons [BROADCASTING, March 8].

New Colby Transcriptions

BELL SYNDICATE Inc. is releasing a series of 13 weekly quarter-hour transcriptions of *Frank Colby and His Words*, in which pronunciation, usage and origin of words are explained. Mr. Colby, whose column *Take My Word For It* appears in more than 175 newspapers, has been on the air more than 15 years.

PROTESTS FREE AD

WHBQ Head Balks at Giving Plug to Periodical

LATEST protest over the manner in which the Government is handling transcriptions has been filed with the Radio Bureau, Office of War Information, by E. A. Alburty, manager of WHBQ, Memphis, who objected to a series of transcribed announcements giving a credit line to *Readers Digest*.

Plan Commended

In a letter to the OWI, Mr. Alburty commended the Allocation Plan, but he objected to certain recorded announcements, scheduled for the week of March 16. "We were somewhat dazed at our discovery that among the recorded announcements sent to us for use during this current week (March 16), announcements No. 1, No. 2 and No. 4 find OWI paying homage to *Readers Digest*, with the inclusion of a credit line to this estimable publication for the use of their network star in reading the copy," wrote Mr. Alburty.

"After recovering from the shock, we scratched these three announcements from the disc and are substituting live copy instead, and now must humbly beseech you not to ask American broadcasters to give free advertising to any concern through borrowing those who participate in their various programs. This would be more than we could bear."

NCAC Sells

GARRY MOORE

to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30

P.M. EWT

SEND FOR THIS BOOK TODAY!

You'll want it for Facts on the big Iowa market

Here's a survey conducted by Dr. F. L. Whan, Univ. of Wichita, covering 9,218 Iowa families in all 99 counties, fifth in a series of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!

Address Dept. RS,
CENTRAL BROADCASTING CO.
Des Moines, Iowa

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

WGST License Extended for 90 Days As FCC Demands Management Change

LICENSE of WGST, Atlanta, CBS outlet licensed to Georgia School of Technology, Atlanta, has been extended temporarily for 90 days by the FCC, which on March 23 adopted proposed findings of fact and conclusion, which included the provision that the Commission will consider the issuance of a renewal of license on condition the Commission is "given assurance that the applicant is prepared to and will in fact assume and discharge the full responsibilities of a licensee."

This action constitutes an ultimatum that the management agreement with Southern Broadcasting Stations Inc., headed by Sam Pickard, former member of the Radio Commission and onetime vice-president of CBS, and Clarence Calhoun, Atlanta Attorney, be so altered as to eliminate entirely any participation by Mr. Pickard and Mr. Calhoun in the management of the station. It is understood that negotiations are now underway by Georgia School of Technology for acquisition of WGST's facilities from Southern Broadcasting Stations.

Contracted to 1950

The Pickard-Calhoun interests have, according to the FCC view, controlled the actual operation of WGST since 1930, when the present agreement was signed, the contract being dated to Jan. 6, 1950. The Commission's proposed findings and conclusions indicate that the assumption of managerial duties and responsibilities by Southern Broadcasting Stations "to the almost complete exclusion of the station licensee" is due in some measure to "misunderstanding and lack of knowledge rather than to bad faith on the part of the licensee."

The inquiry into the management contract of WGST began in 1940 in connection with a regular application for renewal, and was pursuant to the Commission's policy of ascertaining whether actual control, within the meaning of the Communications Act, had been transferred. Hearings were complicated by a controversy over who should represent the station, and Gov. Talmadge, who appointed State Attorney Ellis Gibbs Arnall as special attorney for the hearings, urged that the contract be terminated by official action. Further complicating the case was an offer by Arthur Lucas and William Jenkins, Georgia chain theatre operators, to take over operation of the station, allegedly in competition to Southern Broadcasting Stations. Charges that the hearings had become embroiled in Georgia's hectic political situation were made. Other postponements were necessitated by the illness of Mr. Lucas.

WGST is ordered to file within 60 days a further application for renewal of license "setting forth the plan of the station for the acquisition of the necessary facilities and equipment, and for the business management, representation, and control of the future operations, together with a list of all persons to participate therein."

In submitting its conclusions, the Commission stated that while the license of WGST cannot be renewed under present circumstances, no useful purpose would be served by refusing renewal under any conditions whatsoever, and further, that continuation of the station's program service under proper management is in the public interest.

CBS Affiliates Confer With Network Officials

FIRST meeting of the Columbia Affiliates Advisory Board and CBS officials, held last week in New York, ended Friday after a two-day discussion of problems of policy and procedure affecting the network and its affiliates.

Attending were Franklin Doolittle, WDRC; I. R. Lounsberry, WKBW; C. T. Lucy, WRVA; John M. Rivers, WCSC; Hoyt B. Wooten, WREC; Leo Fitzpatrick, WJR; Clyde W. Rembert, KRLD; C. W. Myers, KOIN. CBS officials at the meeting were William S. Paley, president; Paul W. Kesten, vice-president and general manager; Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president; Frank K. White, vice-president and treasurer; Herbert Akerberg, vice-president in charge of station relations, and J. G. Gude, William S. Schud Jr., and Howard Lane of the station relations department.

Bourjois Returns

BOURJOIS Inc., New York, which has not used network radio since the season of 1935-36 when it sponsored *Evening in Paris* on NBC, will return to the air April 18 when it starts a musical variety series for Evening in Paris face powder on 119 BLUE stations. Program, heard Sundays, 6:05-6:30 p.m., will feature Jim Ameche as m.c., David Broekman's Orchestra, and a male vocalist. Gordon Auchincloss of Foote, Cone & Belding, New York agency, will produce and direct the series, purpose of which will be to stress the Government plea to women to conserve cosmetics.

Williams on Blue

J. B. WILLIAMS Co., Glastonbury, Conn., which two weeks ago was considering several mystery programs for a series on five New England regional network stations, has selected *The Adventures of Nero Wolfe*, starting April 7. Taken from the mysteries of the same name by Rex Stout, the series will be heard Wednesdays, 7:30-8 p.m. on WTIC, WLBZ, WCSH and WJAR, while WBZ will broadcast the program via playback Saturday evenings at 6:30. Producer will be Himan Brown, and the product promoted will be Williams shaving cream. Agency is J. Walter Thompson Co., New York.

NBC'S VETERAN newscaster, H. V. Kaltenborn, is getting around these days. Here he interviews President Manuel Avila Camacho (right) accompanied by Edward W. Morgan, center, Mexico City U. P. Head. Kaltenborn planed from Radio City to African and Central American points.

139 STATIONS LOSE MONEY DURING 1942

INCOMPLETE reports on 1942 station operators, offered by FCC Chairman James Lawrence Fly last Monday, showed that of 722 outlets, 139 lost money last year. The preliminary report said that 478 stations showed profits above $2,500, while another 105 made profits of less than $2,500.

Mr. Fly said that 180 stations had not yet reported, but the delay was not surprising in view of the shortage of accountants.

The FCC Accounting Dept. will break down the figures in a later report, Mr. Fly said. Meanwhile, that department sent a letter last week to stir delinquent stations into filing their reports.

New Pepsi-Cola Spots Aimed at Night Audience

EXTENDING its radio advertising in the New York area to reach the all-night market, Pepsi-Cola Co., Long Island City, on March 29 will launch a campaign on WJZ on the all-night, all-music program *Say It With Music*. The famous Pepsi-Cola jingle—"Pepsi Cola Hits the Spot"—will be heard 10 times nightly on the hour and the half hour on alternate nights. Heard nightly from 1-7 a.m., the program specializes in musical jingles, all station breaks, time signals and commercials being in that form, as prepared by Kent and Johnson.

Pepsi-Cola, which already has its jingles on 12 New York stations, is also understood to be negotiating contracts on the all-night programs of WNEW and WOR—*Milkman's Matinee* and *Moonlight Saving Time*, respectively, although this could not be confirmed by Newell-Emmett Co., New York, agency in charge.

AFM Rejects Plan

AMERICAN Federation of Musicians has rejected a plan which would have provided the union's unemployment insurance fund with an income of more than $1,500,000 from the recording companies, Paul Puner, president of Musicraft Corp., which made the offer to James C. Petrillo, AFM president, stated last Friday, following receipt of a message from Mr. Petrillo that his proposal had been turned down.

Service to Europe Increased By OWI

Brophy Steps Up Psychologic Warfare to 110 Weekly

IN COOPERATION with the British Broadcasting Corp. the Office of War Information yesterday (March 28) began an intensive campaign of psychological warfare designed virtually to blanket Continental Europe.

Murray Brophy, Chief of the OWI Bureau of Communications Facilities, returned to Washington last week after conferences with BBC officials abroad and announced the net setup.

Heretofore the OWI has beamed 62 quarter-hour programs a week to various European countries, using BBC medium-wave facilities. Effective this week, however, that number increases to 110 per week.

Programs, mostly news, are being broadcast in the four major languages, English, German, Italian and French, and several other less spoken languages. Mr. Brophy brought back word that the OWI and our British Allies are doing a splendid job of psychological warfare.

With the double American output, coupled with the British programs, a 24-hour daily broadcast service will be beamed on the Axis nations and all occupied countries. Reports reaching London indicate that the United Nations radio messages are reaching into every country on standard, medium and short-wave bands.

The expanded program has been made possible by additional facilities, some of which have been provided by the U. S.

All programs in the new 110-weekly schedule will be prepared by the OWI in New York and handled through BBC by relayed broadcast. Possibilities of jamming on large scale by Axis nations have been held at a minimum due to the sharing of all BBC facilities, it was explained.

Robert Sherwood, chief of the OWI Overseas Branch, with whom Mr. Brophy went overseas, will remain abroad temporarily.

WNYC, NEW YORK's municipal station, last week began operating W39NY, FM outlet, for a period of trial broadcasts. Station is on the air daily from 2-5 p.m. and 7-8:15 p.m.

NCAC Sells

HOWARD PETRIE

to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30

P.M. EWT

CARPENTER IS MADE WPTF SALES CHIEF

OLLIE CARPENTER, member of the staff of WPTF, Raleigh, since 1934 and for the last two years assistant sales manager, has succeeded John H. Field Jr. as sales manager, according to an announcement by Richard H. Mason, general manager.

Mr. Field

Mr. Carpenter

Mr. Carpenter is a veteran of World War I, attended the U. of North Carolina and prior to joining WPTF was associated with the Wachovia Bank & Trust Co. of Raleigh. Mr. Field leaves to become a member of the WABC, New York, sales staff.

Davis Statement

(*Continued from page 53*)

how OWI worked with industry, and that a letter from Senator Taft (R-O.) explaining his attack on the organization "was possibly bogged down in the morass of mail in Washington." [BROADCASTING, March 22].

Painstakingly, Mr. Davis explained how OWI worked with radio through the Domestic Radio Bureau. Beginning over a year ago, he explained, working advisory committees from the industry were established to guide and aid this work.

Fact Sheets

These include: Station Advisory Committee of representatives from the NAB, National Independent Broadcasters, Clear Channel Broadcasters and others; Network Advisory Committee (program managers of the four networks); Regional Consultants Committee (leading station owners in all sections of the country); Advertising Council Radio Committees in New York, Chicago, Hollywood; Talent Committee of 25 top network radio artists.

Mr. Davis minimized the actual amount of production done by the Government. He pointed to the "Fact Sheets" and background material furnished regularly to writers and producers of commercial and sustaining programs to be used by them as they pleased.

Then he said: "The only production and writing on the part of OWI concerns the writing of one 15-minute program on NBC; one 30-minute program on Mutual; a 15-minute recorded series produced principally at the request of local stations which do not have dramatic production facilitates and cannot be serviced by network facilities; and 16 one-minute spot announcements a week for use by stations." These, he said, used six writers.

"OWI has private agencies of opinion to thank not only for their cooperation in getting out the facts, but also in the generous way in which they have permitted us to draw on them for top flight personnel," Mr. Davis said. Mentioning Rep. Ditter's remark that "a reputable writer in OWI is as scarce as an eskimo in Tunisia", Mr. Davis remarked that the role of employes speaks for itself. "The Domestic Branch is staffed by many key figures from radio, newspapers, magazines, and advertising, many of whom have left their private posts to join OWI at considerable personal sacrifice," he declared.

In addition to the machinery through which radio and OWI cooperate, Mr. Davis outlined the work of the Advertising, Newspaper, Magazine, Motion Picture and Pamphlet units. He estimated that advertisers would contribute $100,000,000 in space for information projects, and that food advertisers would give $16,000,000 worth of space alone.

News Clearance

Among the advertising organizations working with OWI, Mr. Davis listed the Advertising Council of America and its affiliates: the Advertising Federation of America, the American Assn. of Advertising Agencies; American Newspaper Publisher's Assn.; Assn. of National Advertisers; and many other specialized groups.

WAUHILLAU LA HAY, amusement and radio editor of the *Chicago Sun* and before that at WCKY, Cincinnati, on March 22 was married to John Wildberg, producer of *Porgy & Bess* and *Cry Havoc*. They will reside in New York.

AGENCY *Appointments*

PROGRESS LUMBER COMPANY, Redwood City, Cal. (prefabricated green houses and poultry equipment), to Gerth-Pacific Adv. Agency, San Francisco.

W. C. MacDONALD Inc., Montreal (tobacco), to Stanfield & Blaikie, Montreal.

DR. BALLARD'S Animal Foods, Toronto, to R. C. Smith & Son, Toronto. A spot campaign on Ontario stations has been started.

MYSTIC FOAM Co., Los Angeles (rug and upholstery cleaner), to G'asser-Gaffey & Co., that city. Now using twice-weekly participation in *Polly Patterson's Kitchen* on KFAC and Norma Young's *Happy Homes* on KHJ. Other radio planned.

CARBONA PRODUCTS Co., New York, to A. Wineburgh Co., N. Y.

SALES AFFILIATES Inc., New York (Zotos permanent waves), to Neal Reed Andrews Adv., N. Y.

THE SQUIRT Co., Beverly Hills, Cal., to Brisacher, Davis & Van Norden, San Francisco.

TOMLINSON OF HIGH POINT Inc., High Point, N. C., to Hartwell Ayles Adv., N. Y.

CHARMS CANDY Co., Bloomfield, N. J., to C. L. Miller Co., New York, for Tastyeast Candy Bar. Has started spot campaign in two markets and will add others.

BORG-WARNER Corp., Chicago (Norge refrigerators) to J. Walter Thompson Co., Chicago, for central division. Media plans not set.

I. SIMON SHOE Co., New York (Simco shoes), to Reiss Adv., N. Y. Radio and newspapers to be used.

81.2% TO 96.8%

WRBL

COLUMBUS GA

These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.

• CBS •

"A TALE OF ONE CITY"
From
"A Tale of 412 Cities"
by NBC shows
91% Day time radio families and
71% Night time listen most to
KIDO-BOISE, IDA.
THIS COVERAGE BRINGS
RESULTS LIKE THESE:
1440 dimes & tops for flower seeds. 7 programs
1003 women enrolled in sewing school. 15 announcements
2338 orders for income tax-books
Captain KIDO
ASK A
JOHN BLAIR MAN

Radio Headaches in the Army, Too

But Air Shows Get Results, Soldiers Discover

THIS is the story of two sergeants, both former professionals in radio, and both assigned to public relations work in the Army.

One has done an outstanding job of selling the Army Air Forces to the public and has seen radio do a foremost job for the Army.

The other has done an exemplary job, too, but has experienced more headaches.

In 1941 Will Douglas—his full name is Will Douglas Dougherty—was announcing on WKBN, Youngstown, O., when his number came up. Assigned to the San Antonio Air Depot, Duncan Field, Tex., Dougherty was detailed to the public relations office to handle radio.

When Duncan Field needed 10,000 civilian workers in December 1941, Will Douglas, the radio man, went to work. He whipped together a five-piece soldier orchestra (in civilian life he had been a band leader) and added a high school girl singer. Then he went to KABC and with station officials worked out a program format on the theme "Do you want a good paying job in Uncle Sam's Air Corps?"

In eight weeks 14,000 persons had applied for jobs and after the tenth weekly broadcast the commanding officer, Col. Delmar H. Dunton (now Brig. Gen.), asked that the program be discontinued.

Another program was built for KTSA and still another for KMAC. Last August, Duncan Field set out to recruit 100,000 skilled technicians and specialists. The Field was given the responsibility of obtaining personnel for all the sub-depots under its control. A talk with WOAI officials resulted in a 10-week program series, in which true Army incidents with a direct bearing on the war were dramatized. Added to the dramatics was the 17-piece Duncan Field orchestra, a product of the public relations office.

Stations Cooperate

Military rules forbid disclosure of the results but, according to Duncan Field officials, "it is safe to say men applied for enlistment from as far away as Louisiana and Arizona, and we know it was because they listened to WOAI and *Duncan Field's Wings of Victory.*"

So pleased was the commanding officer, Col. Paul C. Wilkins, with the cooperation of San Antonio stations, that he gave an informal dinner for station owners, managers and program directors.

Duncan Field also has a program on KONO, making complete cooperation with all five San Antonio stations.

"Certainly San Antonio stations have been unselfish in their donations of time," said Sgt. Dougherty. "Without the patriotic spirit of the broadcasters, Duncan Field would not have been able to overcome its growing pains so quickly and take such forward strides down the road to victory."

Lt. Paul L. Speegle recently was named Public Relations Officer and under his supervision the Field will continue its radio activities.

It's a little different story that Sgt. Nat Berlin, former scriptwriter, has to tell about his work at Turner Field, Albany, Ga. Some of radio's normal headaches followed him into the Army.

"It started when I was a private, just three weeks after I was inducted," said Sgt. Berlin. "They called me in to see if I could produce a weekly half-hour variety show, Army orchestra, soldier talent and such."

Between K.P., policing his barracks and daily drill Pvt. Berlin managed to write a script, arrange a music-sheet and throw a show together. His first venture was . . . but let the sergeant explain it:

"We had one lad singing 'Night and Day', accompanied by a piano. The piano was at one edge of the stage and he was at the other. We had two mikes, one to put us on the air and the other for the public address system.

"When our singer stepped forward and grabbed one mike with his left hand and the other with his right . . . well, it happened! The mikes were loaded with electricity

and our tenor, now in the middle of the verse, suddenly found a couple of hundred volts playing tag—and he was *it*."

The singer finally let loose and stepped back, but by that time he was singing the chorus while the piano played the verse. They finally got together in a smashing climax.

"I thought things would change if they made me a corporal," commented Soldier-Impressario Berlin, "and they made me a corporal." But things didn't change a great deal. A girl civilian worker at the Field was making her debut as a songbird on Corp. Berlin's program. Her first number went over big, but the ovation upset her and when she got midway in the second song, she stopped, in frightened voice said, "I can't go on," and hastily left the stage.

"I made a heroic effort to save the situation by dashing on stage applauding like mad," Berlin recalled. "Maybe it would have been more effective if someone else had joined me."

Then they made him a sergeant and Berlin was happy. Now he could produce radio programs without headaches. A broadcast was set for a town 25 miles away. There was a delay in leaving camp. The orchestra and talent arrived just one minute before air time to find that the studio was a 10 x 15-foot

office with two desks, several chairs and a bookcase.

While the orchestra members went to another room to tune up Sgt. Berlin put on a male quartet. When the orchestra failed to arrive, the sergeant ad-libbed a plug for recruits. One by one the orchestra men filed in, some sitting on desks and others standing around. Then they were ready and . . . again quoting the sergeant:

"It was bedlam. While the orchestra played I found what the quartet was going to sing and vice versa. And in between I gave recruiting talks.

"Only one part of the entire program was planned—the closing number. The orchestra was to play the Air Corps song and I'd sign off. The clock on the wall indicated three minutes to go and with the quartet in the middle of a song, everything looked swell. We'd just make it.

"Then someone barged into the studio and bellowed: 'Hey sarge, you're off the air.' The clock was three minutes slow!"

Looking back over his production headaches Sgt. Berlin, the scriptwriter who became producer, announcer and all-around radio man in the Army, commented dryly:

"Maybe if they make me a staff sergeant things will be different!"

Set Ceilings

FINDING that radio distributors, dealers and brokers were assembling sets from chassis and cabinets, OPA last week said that a maximum price schedule would be prepared to cover the operation. Regular manufacturers, practically removed from production of such sets, will be exempt from the new order.

in BALTIMORE
and the Central Atlantic States

Edward Petry & Co., National Representative

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

"ST. LOUIS IS SOLD"
on THE SHADOW
says V. E. Carmichael of KWK
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

CBS Full-Network Discounts Exceed $2,250,000 Annually

Advertisers Profit by Plan; Supplementary Affiliates Asked to Take Lower Payment

ADVERTISERS' acceptance of the CBS full-network plan has so far surpassed the network's expectations, with additional discounts to advertisers running at the rate of about $1,250,000 a year, that the network has called on the supplementary affiliates, chief beneficiaries of the plan, to accept a lower rate of payment than specified in their contracts for this type of business. Subject was broached to 45 CBS stations in a letter written by Herbert V. Akerberg, vice-president in charge of station relations, late in February.

Since that time the matter has been discussed with the individual station operators in person, by phone and by mail, and while no broadcaster is happy about taking a cut, the majority have expressed an understanding of the network's position and a willingness to accept the new terms, which will average about a 25% decrease in station revenue from the full-network business, according to CBS.

Additional Discounts

Pointing out that when the plan was announced last June, CBS "hoped approximately eight converted hours of our business would go full network and it was on that basis that our financial calculations were made," Mr. Akerberg explained that for the week ended Jan. 30 CBS had 13 converted hours of full-network business, with full-network discounts to advertisers of more than $45,000 a week, or in excess of $2,250,000 a year. Allowing for the 5% lower weekly discounts, this still represents about $1,250,000 additional discounts annually, his letter states.

As an example of what has happened, the letter cites the Texaco program, which by going full-network increased CBS net sales by $459 and its payments to stations by $655, with the network taking a loss of $196 a week on the transaction. Some accounts which went full network "actually involved a decrease in net sales", with the result that "our total losses on accounts which have gone full network greatly exceeded our total gains," the letter stated.

To continue the plan's benefits "to radio as a nationwide medium and to the stations which have profited greatly by it" but to make its cost to CBS less prohibitive, Mr. Akerberg proposed that network business on each station be divided into two classes: First, partial-network business, including business which the station had as part of a partial network before it expanded to a full network, for which CBS will pay full contract rates. Second: full-network business pure and simple, for which CBS proposes to stabilize payments at the 13-hour level, total amount of this type of business currently carried, with additional full-network business paid for at this rate.

If, for example, a station's contract with CBS called for five free hours, the next five hours at $30, the next five hours at $40 and the next five at $50, and the station was carrying three hours of partial-network business; then the next 13 hours of full-network business would include two free hours, five hours at $30 ($150), five hours at $40 ($200), and one hour at $50, totaling $400 and averaging $30.77 an hour for full-network business, which rate would be paid for all future full-network business.

Although NBC's full-network discount plan, much like that of CBS and also put into effect last summer, has also been enthusiastically received by NBC clients, with a resulting increase in revenue to affiliate stations and cost to the network, NBC disavows any immediate intentions of revising its methods of payments to affiliates for this new business. All network future plans are, however, necessarily dependent on the decision of the Supreme Court on the legality of the FCC's network regulations, which is expected to be handed down at the next session of the court April 5.

NCAC Sells

GARRY MOORE

to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30

P.M. EWT

Stromberg-Carlson Up

STROMBERG - CARLSON Tel. Mfg. Co., Rochester, which has turned over 95% of its total production to communications equipment for the armed forces, announced last week in its annual report for 1942 a consolidated net profit of $534,053 after deductions of $1,950,000 for estimated income and excess profits taxes, and $200,000 provision for contingencies. This compares to 1941 when the net profit was $470,073 after deducting $710,000 for estimated income and excess profits taxes, and $100,000 provision for contingencies.

BIRTHDAY PRESENT in the form of a new contract for a year was presented to Tommy Masterson (center) the *Kid Reporter* of KTSA, San Antonio, when he rounded out 12 full years of life. Clearing house throughout South Texas for children's activities, the *Kid Reporter* is sponsored by Handy-Andy Stores, San Antonio grocery chain. Signing the birthday present contract is Phil Bate, advertising manager of Handy-Andy Stores, while Rex Preis, account executive, offers congratulations. Tommy is the son of T. W. Masterson of the KTSA commercial department.

Easter Service

FIVE LANGUAGES will be used to broadcast the one-hour sunrise service from Central Park's Mall in New York City Easter morning under auspices of the Churches of God of Greater New York. The Navy has instructed vessels over the world to play back the service from transcription. OWI will pick up the hour from the originating station, WMCA, New York, for world wide use.

Anti-Gremlin

WARWORKERS have been waging a campaign against the demons of headache, wanderlust, and assorted ills since Feb. 16 when KIRO, Seattle, started an anti-gremlin series on its early morning *Time Klock Klub*. Against a background of strange sound effects, listeners meet the growing Gremlin family at work. "Quitquit" tells workers how much they need a rest. "Hammernoggle" induces headache by a blow on a warworker's head. "Workono" keeps women out of industry. Response to the series has been so good that KIRO plans further steps to expose these malicious little creatures as the flies in the ointment of war production.

Mackey Hearing Set

CONSOLIDATED hearing on application of Mackey Radio for the Algiers radiotelegraph circuit and protests filed by Press Wireless and RCA Communications has been docketed by the FCC for April 19. Special temporary authority to operate the Algiers circuit for three months, granted Mackey Radio Feb. 19, continues operative subject to the disposition of the proceeding. Mackey began operations March 2, providing broadcast program channels.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick . . .

WFBL

Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*

KTFI

TWIN FALLS, IDAHO

HOLDS THE RADIO LISTENING SPOTLIGHT on SOUTH CENTRAL IDAHO

ASK—The Walker Co.
Homer Griffith Co.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

New Homes to furnish! 711 built in Tri Cities, Jan. to Nov. 1942.

WHBF The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS

MUTUAL NETWORK · 1270 KC

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 20 TO MARCH 26 INCLUSIVE

Decisions . . .

MARCH 20

WALB, Albany, Ga.—Granted motion for adjournment hearing applications renew license, CP, vol. assgt. license; ordered March 23 hearing adjourned to April 5, 1943, in Fed. Bldg., Atlanta, at which time each party is to present evidence necessary to complete case; presence of witness Tounsley not further required if evidence is presented to Examiner at that time that attendance would be seriously detrimental to his health.

MARCH 23

KFQD, Anchorage, Alaska—Granted CP install new transmitter, increase power to 1 kw., subject conditions, to Anchorage Radio Club Inc., present licensee, with consent to transfer to William J. Wagner soon as transfer has been completed.

WAPI, Birmingham—Granted renewal license to April 1, 1944.

WJWC, Hammond, Ind.—Granted request cancel license and special service authorization, delete call signal.

W41MM, Winston-Salem, N. C.—Granted mod. CP extension date, license to cover CP as mod., in part; conditions.

W45D, Detroit—Granted license to cover CP as mod., in part; conditions.

W63NY, New York—Granted mod. CP extension completion date and license to cover CP as mod., in part; conditions.

W9XBT, Chicago—Exp. tel. broadcast license extended temp. basis, pending decision on renewal application, to May 1, 1943.

W9XUI, Iowa City—Same.

W8XUM, Columbus, O.—Facsimile broadcast license extended on temp. basis, pending decision on application renewal, to May 1, 1943.

W9XWT, Louisville, Ky.—Facsimile broadcast license extended on temp. basis, pending receipt of and action on renewal application, to May 1, 1943.

W4XGG, Winston-Salem, N. C.—Granted license cover CP, as mod., in part, for ST station, 334000 kc., 25 w. Dismissed application for mod. CP.

W2XBD, Schenectady, N .Y.—License for station extended on temp. basis to May 1, 1943, pending decision on renewal application.

W5XUA, Oklahoma City—FM license extended on temp. basis to May 1, 1943, pending decision on renewal application.

W9XLA, Denver—Same.

Licenses extended on temporary basis pending decision on application for renewal to June 1, 1943—KASA KAVE KDLR KGY KOVO KPFA KWJB KXOX WBBL WBIR WCOU WFOY WGAC KICD WGCM WGGA WINN WJEJ WJIM WJLS WJMC WJTN WOMT WPAX WRAL WSAY WSNJ WSNY KALB KFJI KFXM KICA KIUL KVSO KWRC WCOV WFTM WJW WMFG KCMC KCRJ KFMB KGGF KGKL KPLT KRBC KRLH KVGB KXY WABI WBBZ WBNX KBST WBRW WCBT WEDC WFCI WFTC WHOM WING WJRW WNBZ WOCB WTEL WTRC WSYB.

Granted renewals to Feb. 1, 1945—KWG WAYX WBOC WOLS.

KIEM, Eureka, Cal.—Renewal license to Dec. 1, 1944.

MARCH 24

WKBZ, Muskegon, Mich.—Granted motion continuance hearing application mod. license from April 8 to May 10.

KMTR, Los Angeles—Dismissed without prejudice petition transfer hearing to Los Angeles; granted oral request continuance hearing from April 15 to June 15.

KDYL, Salt Lake City—Adopted proposed findings, deny without prejudice application of Intermountain Broadcasting Corp. for CP change frequency 1320 to 880 kc., increase power, etc., based on policy of April 27, freezing equipment.

MARCH 26

WEGO, Concord, N. C.—Granted license cover CP as mod., authorizing new broadcast station.

WSAP, Portsmouth, Va.—Same.

KGDM, Stockton, Cal.—Granted mod. CP as mod., authorizing change frequency, hours of operation, increase power, DA-N, new transmitter, extend completion date.

WGKV, Charleston, W. Va.—Oral argument scheduled April 7, 1943, on application CP change equipment, increase power.

Applications . . .

MARCH 20

WNAC, Boston—Mod. CP, authorizing increase power, change equipment, etc., to move transmitter locally, change DA for N use, extend commencement, completion dates 60 and 120 days respectively.

W1XTG, Holden, Mass.—License temp. class 2 exp. broadcast station, 43400 kc., 1 kw., special emission for FM.

W8XFM, Cincinnati—Same, 43200 kc., 1 kw.

WJW, Cleveland—Mod CP, authorizing change frequency, increase power, new transmitter, etc, to change proposed location of transmitter to north side of N. Royalton Rd., Cuyahoga County, O., extend commencement, completion dates 60 and 180 days respectively.

WLAY, Muscle Shoals, Ala.—License cover CP new transmitter.

W63SY—CP new FM broadcast station, 46300 kc., coverage 6,800 sq. mi.

W91NJ, West Orange, N. J.—Same, 49100 kc., coverage 6,200 sq. mi.

MARCH 24

KMA, Shenandoah, Iowa—Mod. CP, as mod. for installation DA-N, increase power, extend completion date April 23 to June 23, 1943.

KWKW, Pasadena—Transfer control from Marshall S. Neal individually and Marshall S. Neal as trustee of all other stockholders to L. W. Peters (100% common stock).

WNBC, Hartford, WELI, New Haven—Transfer control from William J. Sanders and Patrick J. Goode, respectively, to Arde Bulova, latter involving 2,150 shares.

Reinstatement of FM applications (March 20-26): **WMAC, New York**—CP new broadcast station, 48 300 kc., coverage 8,550 sq. mi.; **K51L, St Louis, Mo.**—Mod. CP, as mod., for new broadcast station; **W79C, Chicago**—Mod. CP new FM broadcast station 47900 kc., coverage 10,800 sq. mi.

Scholl in Canada

SCHOLL Mfg. Co., Toronto (foot appliances), starts about April 1 dramatized transcribed spot announcement campaign on 11 Canadian stations three to five times weekly. Account is placed by F. H. Hayhurst Co., Toronto.

RITA HARRIGAN, secretary to William S. Hedges, NBC Vice-President in charge of stations, reports March 29 to the American Red Cross headquarters in Washington for training preliminary to being sent to an overseas Red Cross post.

CLEF MUSIC Co., New York, headed by Charles B. Marks and George Earle, is the latest SESAC affiliate. Firm was organized in 1937.

TEN TOP TUNES

THE top ten tunes from the standpoint of network audience coverage during the week ended March 24, according to the copyrighted Audience Coverage Index survey of the Office of Research-Radio Division, New York, are as follows:

I've Heard That Song Before
Taking a Chance on Love
That Old Black Magic
You'd Be So Nice to Come Home to
As Time Goes By
Brazil
It Can't Be Wrong
Weep No More My Lady
I Just Kissed Your Picture Goodnight
Please Think of Me

Network Accounts

All time Eastern Wartime unless indicated

New Business

PHARMACO Co., Newark, N. J. (Choos antacid chewing gum), on April 4 starts Bobby Hookey's *Rocking Horse Rhythm* on 33 MBS stations, Sun., 10:45-11 p.m. Agency: Clements Co., Philadelphia.

H. J. HEINZ Co., Fittsburgh (baby foods), on April 5 starts *The Baby Institute* on 25 Blue stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Maxon Inc., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 21 starts *Scramby Amby*, quiz show, on 6 NBC Pacific Coast stations, Wed., 9:30-10 p.m. (PWT). Agency: Franklin Bruck Adv. Agency, N. Y.

CURTISS-WRIGHT Corp., New York (Aircraft division), on April 11 only sponsors *He Does Not Fly Alone* on 7 MBS stations, Sun., 3:30-4 p.m. Agency: Landsheft Inc., Buffalo.

PRINCE MATCHABELLI Perfumery, New York, on April 18 only sponsors Paul LaValle conducting Stradavari and orchestra on 116 CBS stations, Sun., 10:30-1:45 p.m. Agency: Morse International, N. Y.

Renewal Accounts

UNION OIL Co. of California, Los Angeles, on April 28 renews for 52 weeks, *Point Sublime* on 11 NBC Western stations, Wed. 9-9:30 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

IRONIZED YEAST, Atlanta, on April 18 renews for 52 weeks *Good Will Hour* on 66 BLUE stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Malls), on April 12 renews for 13 weeks *Gracie Fields' Victory Show* on 134 BLUE stations, Fri., 10:15-10:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (White laundry soap), on March 29 renews for 13 weeks *Snow Village* on 73 NBC stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: Compton Adv., N. Y.

GENERAL FOODS Corp., New York (Grape-Nuts Flakes, Grape-Nuts, Wheatmeal), on March 29 renews *We Love and Learn* on 91 CBS stations, Mon., Thur., Fri., 2:30-2:45 p.m. Agency: Young & Rubicam, N. Y.

JOHNSON & JOHNSON, New Brunswick, N. Y. (Red Cross division), on March 30 renews *Edwin C. Hill—The Human Side of the News* on 66 CBS station, Tues., 6:15-6:30 p.m. (Rpt. 12:30 a.m.). Agency: Young & Rubicam, N. Y.

GENERAL CIGAR CO., New York (White Owl cigars), on March 25 renews for 13 weeks *Raymond Clapper, News Analyst*, on 84 MBS stations, Mon. and Thurs., 10-10:30 p.m. Agency, J. Walter Thompson Co., N. Y.

Network Changes

AUSTIN STUDIOS, Los Angeles (portrait photographers), on April 2 shifts *Hero Of The Week* on 7 BLUE California stations Sat., 6:55-7 p.m. (PWT), to Fri., 7:55-7:40 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarets), on March 30 shifts the origination of *Red Skelton*, on 129 NBC stations Tuesdays, 10:30-11 p.m., from Hollywood to New York for five broadcasts. Program returns to the coast on May 4. Agency: Russel M. Seeds Co., Chicago.

KELLOGG Co., Battle Creek, Mich (Pep), between April 12 and June 21 adds 170 MBS stations to *Superman*, making a total of 211 MBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Kenyon & Eckhardt, N. Y.

AMERICAN CHICLE Co., Long Island City, N. Y. (Dentyne, Chiclets gum, Sen Sen), on March 26 discontinued *"By-The-Way" Bill Henry* on 6 NBC Pacific Coast stations, Wed., Thurs., Fri., 5:45-6 p.m. (PWT). Agency: Badger, Browning & Hersey, N. Y.

BRISTOL-MYERS Co. New York (Mum), on April 30 replaces *In Person—Dinah Shore* with *The Parker Family* on 129 Blue stations, Fri., 8:15-8:30 p.m. (repeat, 11:15-11:30 p.m.). Agency: Pedlar & Ryan, N. Y.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Transmitter Engineer—State experience and salary desired in first letter. This opening is permanent and not filling wartime vacancy. WHEB, PORTSMOUTH, N. H.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 455, BROADCASTING.

Announcer Experienced—Permanent position for draft exempt man who can handle news, commercials, turn-tables. $42 for 43 1/3 hour week to start. Future increases. Write full details, references, and whether transcription available to manager WFDF, Flint, Michigan.

Announcer—Permanent position for draft deferred man or for experienced woman. Must be able to handle news and commercials, also turn-tables. Write full details, references, and whether transcription is available. Box 454, BROADCASTING.

First, Second, or Third Class Operator—No experience necessary. Give personal details. Apply Box 456, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 434, BROADCASTING.

Excellent Positions Open—For first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Experienced Announcer Wanted—Preferably sports experience, but not necessary. Write or wire draft status, experience, salary expected etc. Box 445. BROADCASTING.

ENGINEER—For midwest 5 KW station, must hold 2nd class license or higher. In reply state education, experience, expected salary and enclose photograph. Box 435, BROADCASTING.

Announcer—Good solid staff man with musical and news background. Modern well equipped studios, Mutual affiliate. Progressive, friendly community. Give complete experience, draft classification, marital status, salary desired. Write WCLO, Janesville, Wisconsin.

Radio Time Salesman—Young, energetic, experience, with references for NBC station. Good salary. KWBW, Hutchinson, Kansas.

Opportunity—For two dependable radio men, sell and announce . . . salary and commission, Mutual station, Army Camp town, tell all. Manager, WJZM, Clarksville, Tenn.

Salesman—With proven record. Salary plus commission. Go-getter can average better than $5 000 yearly. Give complete details in letter, including draft status. Box 461, BROADCASTING.

Announcer Wanted—By a midwest station. This is a permanent position with a real future. Salary open. Please state availability and salary requirements. Box 463, BROADCASTING.

Situations Wanted

Top-Notch Wartime Washington Announcer Wants to leave this turbulent town. 8 years' experience. Good newscaster. Knows production. 4-F draft. Tulsa, Dallas, Denver, Des Moines, St. Louis or Chicago preferred. Any offers? **Radioman, Trans-Lux Bldg., Washington, D. C.**

Situations Wanted (Cont'd)

SALES MANAGER—Or General Manager for Small Station. Five years' top salesman two network stations. Broad knowledge all departments. 35 deferred draft classification. Now employed, excellent reasons for wanting change. Box 452, BROADCASTING.

SALESMAN—Reliable, sober, industrious. Prefer small station. Good record. Presently employed. Box 447, BROADCASTING.

First Phone, Second Telegraph—Some experience. Employed now. Want to change location. Give wage scale and living conditions. Address Box 448, BROADCASTING.

Announcer—Graduate of Radio Announcing School. Qualified for all types of programs . . . transcription available . . . will go anywhere . . . 4-F in draft. Telephone Brandywine 6162. Box 437, BROADCASTING.

ANNOUNCER-NEWSCASTER — 4F. Now employed by regional affiliate. East preferred. Box 451, BROADCASTING.

Continuity Writer—Can handle comedy, dramatic and straight commercial copy. Outstanding background. Box 457, BROADCASTING.

Programmer-Producer — Draft deferred. Seventeen years' experience. Excellent references, desires change. Permanent job only considered. Box 423, BROADCASTING.

PROGRAM DIRECTOR — Capable, good references, 4-F, age 34. Now employed, but available for better opportunity. Box 444, BROADCASTING.

ANNOUNCER — With all-around experience. Can write, produce and build programs with powerful sales appeal. Now employed, but available for better opportunity. Good references. 30 and 4-F. Write Box 443, BROADCASTING.

Commercial Manager—20 years advertising sales experience. Fully conversant all types local and national accounts. Experienced manager advertising sales staff. Now employed large station. Will head sales department good solid organization on permanent basis. Just over draft age. Box 446, BROADCASTING.

Announcer-Newscaster — Available immediately. Four years' experience. 4-F status. Wire Box 438, BROADCASTING.

Experienced Sports Announcer—Handles Traffic, News, Special Events . . . Married. 4-F . . . Restricted Ticket . . . State Salary. . . . Box 462, BROADCASTING.

COMMERCIAL—And/or station manager available. Twelve years' radio, experienced, regional and local operations, married, exempt. Prefer station in east, references. Box 458 BROADCASTING.

Sales Manager—4-F, available at once. 15 years' advertising experience. Salary $100.00 week and commission. Box 459, BROADCASTING.

EXPERIENCED RADIO MAN—Seeks position with large station and future. Sports, news, commercial announcer. **HONEST, SOBER, DEPENDABLE.** Trained voice, good diction and enunciation. Single, 4-F, unhandicapped. Have had only one connection, still there. Learned from the ground up. Want wider field for development and advancement. Well connected, good personality best references, Transcription, photograph, complete background on request. Box 460, BROADCASTING.

Ambitious Young Announcer—Some experience, can operate turntables. Transcription on request. Mike Shorr, 2744 Gladstone, Detroit, Michigan.

Situations Wanted (Cont'd)

Program Director—1st class license, good announcer. Box 439, BROADCASTING.

Experienced news and continuity writer—4-F, seeks better connection. Can write copy that sells. Also expert on sports, capable publicity man. 12 years' radio and newspaper work. Box 449 BROADCASTING.

Traffic, Promotion Manager—Young experienced promotion director wants position offering advancement in promotion or traffic. Knows music, controls. 4-F. Box 440, BROADCASTING.

Announcer-Operator—News, sports, versatile, 4-F, seeks opportunity. Available April 3rd. Bill Dillner, WCLO, Janesville, Wisconsin.

General Announcer—Expert play by play baseball, other sports. Two years' Program Director. Box 441, BROADCASTING.

Wanted to Buy

Radio Station—Full or half ownership in city of 100,000 or more located east of the Alleghanies. Station must have national network affiliation and good earnings record for past five years. Replies must give full detailed information. Box 464, BROADCASTING.

BROADCAST STATION — Reliable and financially qualified party. Give full particulars. Box 436, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70C or similar with pickups. Station KLO Ogden, Utah.

Reliable party interested—In 250 or 500 watt station in eastern or northern U. S. Full particulars will be confidential, include in first letter to Box 450, BROADCASTING.

Responsible party interested in buying radio station—Send full particulars. Box 442, BROADCASTING.

For Sale

Five brand new No. 838 100 Watt Transmitting tubes—$15.00 each for quick sale. Write or wire WKNY Kingston, New York.

OUT IN FRONT

IN QUALITY ENTERTAINMENT ADVERTISING RESULTS LISTENER POPULARITY

Represented By HOWARD H. WILSON CO.

Blue Network

WOSH

OSHKOSH, WISCONSIN

NCAC Sells

HOWARD PETRIE

to

New Camel Program

THURSDAYS

NBC—10:00 to 10:30

P.M EWT

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of

Qualified Radio Engineers

Dedicated to the

SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg. DI. 1205

Washington, D. C.

PAUL F GODLEY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N.J.

MO 2-7859

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg. District 8456

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Radio Engineering Consultants

Frequency Monitoring

Commercial Radio Equip. Co.

Silver Spring, Md.

(Suburb, Wash., D. C.)

Main Office: 7134 Main St. Kansas City, Mo.

Crossroads of the World Hollywood, Cal.

Frequency Measuring Service

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

R.C.A. Communications, Inc.

66 Broad St., New York, N. Y.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

FCC Questionnaires Up for Review

Relief From Forms Seen As Budget Bureau Begins Inquiry

RELIEF from the FCC's annual barrage of questionnaires and forms tapping innermost phases of station operation, personnel, finances and programs is foreseen with the initiation of studies by the Bureau of the Budget, looking toward elimination of unnecessary and unauthorized surveys, whatever their nature.

Last week, it was learned, the Budget Bureau's Division of Statistical Standards launched its inquiry into the FCC's paper work, pursuant to new regulations geared toward elimination of duplication and of unnecessary or unauthorized forms and questionnaires.

In the case of the FCC, some 36 forms are set up for review. The work is being conducted under the direction of Stuart A. Rice, assistant director of the Budget Bureau in charge of the Division of Statistical Standards. David E. Cohn, of the Bureau, has been holding conferences with the FCC and with industry representatives regarding the undertaking.

Licenses to Payroll

Included in the FCC forms under scrutiny are those dealing with applications for licenses, license renewals, annual financial statistics, modifications of construction permits, payroll and employment data, program analyses, and in fact, every form used for broadcast purposes. It also may have a bearing on the Commission's method of personal interview investigations of stations too, because Budget Bureau approval is required of stock questions asked of more than 10 persons.

Many stations in the past have reported the necessity of hiring additional people to fill out particular FCC forms.

Only those forms authorized by the Budget Bureau and which have a specific approval number need be recognized by stations, the Bureau pointed out. Every form now in existence has an expiration number. Businessmen generally, along with broadcasters, are urged by the Budget Bureau, which is in the Executive Office of the President, to be cautious about Federal questionnaires that do not have its approval. When in doubt, it urges, the Bureau should be contacted prior to response.

Pursuant to Congressional authorization at the last session, the Budget Bureau undertook the reduction of paper work to a minimum and is giving its approval only to statistical tasks that contribute toward winning the war or for which there is other imperative need.

"Thus, when you are in doubt about the validity of a form that has no Budget Bureau approval, make inquiry about it before you answer it," the Bureau advises.

It was pointed out that individual stations may be reluctant to complain about FCC forms, because of possible repercussions and because they are licensed. Budget Bureau officials said that such comments or complaints as are made to the Budget Bureau are kept confidential and are used only in the effort to comply with the law and to relieve industry of the onerous burden of excessive paper work.

Reluctant to Complain

On Aug. 31, 1942, the Budget Bureau issued new regulations to all Government agencies providing for a review of all new questionnaires and report forms, and a post-audit of all existing report forms. All report forms approved by the Budget Bureau were given "approval numbers," many accompanied by expiration dates.

Last Dec. 24, President Roosevelt signed the Federal Reports Act of 1942, sponsored by the Senate Commitee on Small Business. This new law implemented the Bureau's authority to control and coordinate Federal statistical activities. On Jan. 1, the approval numbering system of the Budget Bureau became effective. Questionnaires and report forms issued by the Federal agencies subject to the Bureau's jurisdiction "must have such approval numbers to be valid," it was stated. "Businessmen need not comply with requests for statistical information where the report forms are without such sign of approval."

These three steps, taken together, the Bureau points out, mean that important services to business and industry in controlling and limiting the number of questionnaire forms issued by Federal agencies will be rendered. The success of the Bureau's efforts, however, it was pointed out, will depend to some extent on cooperation of businessmen who report to it unauthorized questionnaires not having Budget Bureau approval numbers.

"To the Wastebasket"

There are four classes of questionnaires that will not have Budget Bureau approval numbers, it was stated. These are (1) report forms issued by exempt agencies, principally bureaus of the Treasury Department; (2) forms that have been approved, but of which supplies were printed prior to the institution of the system; (3) report forms that are sent to less than 10 respondents; (4) report forms that are "bootlegged." The latter forms "should be consigned to the wastebasket," said the Bureau.

Businessmen who have complaints about specific forms or are in doubt should write to the Budget Bureau or address the Advisory Committee on Government Questionnaires, in Washington, which is composed of representatives of business and industry.

"The Budget Bureau will also lend an attentive ear to complaints that are specifically directed toward what is regarded as a burdensome questionnaire," the Bureau stated. "Forms of a repetitive nature are given expiration dates. Prior to the date of expiration of a form, it is re-examined as to need, form and content. Complaints from business and industry will be considered at the time such forms come up for an extension of their expiration dates."

"Businessmen," the Bureau stated, "have a friend at court. They should learn to use it."

Drawn for BROADCASTING by Sid Hix

"I Hardly Miss the Car Any More, Sarah!"

FM Cooperation In Phila. Allowed

FCC Approves Joint Plan to Operate All Four Outlets

UNDER A NEW plan of FM broadcasting approved March 23 by the FCC, four Philadelphia FM stations will operate a cooperative plan of broadcast rotation which will give an estimated 17,000 Philadelphia homes eight hours of continuous FM programs daily for a trial period of 90 days.

The Commission's action followed a joint petition by Pennsylvania Broadcasting Co., operator of W49PH; WFIL Broadcasting Co., operator of W53PH; WCAU Broadcasting Co., operator of W69PH, and Wm. Penn Broadcasting Co., operator of W73PH. Standard broadcast affiliations of these stations are WIP, WFIL, WCAU and WPEN, respectively, all in Philadelphia. Roger W. Clipp, general manager of WFIL, was in Washington last month for conferences on the plan. Westinghouse Radio Stations, owner of KYW, standard broadcast station, and W57PH, Philadelphia, only other FM station in that area, was not represented in the proposal.

Coordinated Programming

At present the four stations are on the air with split schedules for a minimum of six hours a day. Under the 90-day waiver of FCC rules requiring this six-hour daily minimum, each station will stay on the air eight hours, from 3 p.m. to 11 p.m. regularly one day a week, with the three remaining days taken in rotation. A committee composed of one representative from each station will supervise and coordinate the programming of all four.

The group advanced wartime necessity for conserving critical materials, electric power, record libraries, transcriptions and for making most economical use of manpower as reasons favoring the experiment. The plan calls for pooling all spare parts and equipment, which is to be distributed to the stations as the need arises. It is believed that other FM operators will watch with keen interest the experiment, which is the first plan of its kind to be proposed to the FCC.

Action of the Commission in granting permission for the "Philadelphia plan" is in line with its general policy of giving all possible assistance to help broadcasters weather the squeeze of wartime restrictions on materials and manpower, as indicated in such policies as that adopted on Feb. 28 under which applications for FM and television licenses are protected for the duration [BROADCASTING, March 1].

FIRST ISSUE of a general house organ for CBS employes was circulated last week to some 1,170 persons employed in the network's New York headquarters. Titled "485", the mimeographed eight-page paper is edited by Marion Stevens of the CBS press information department.

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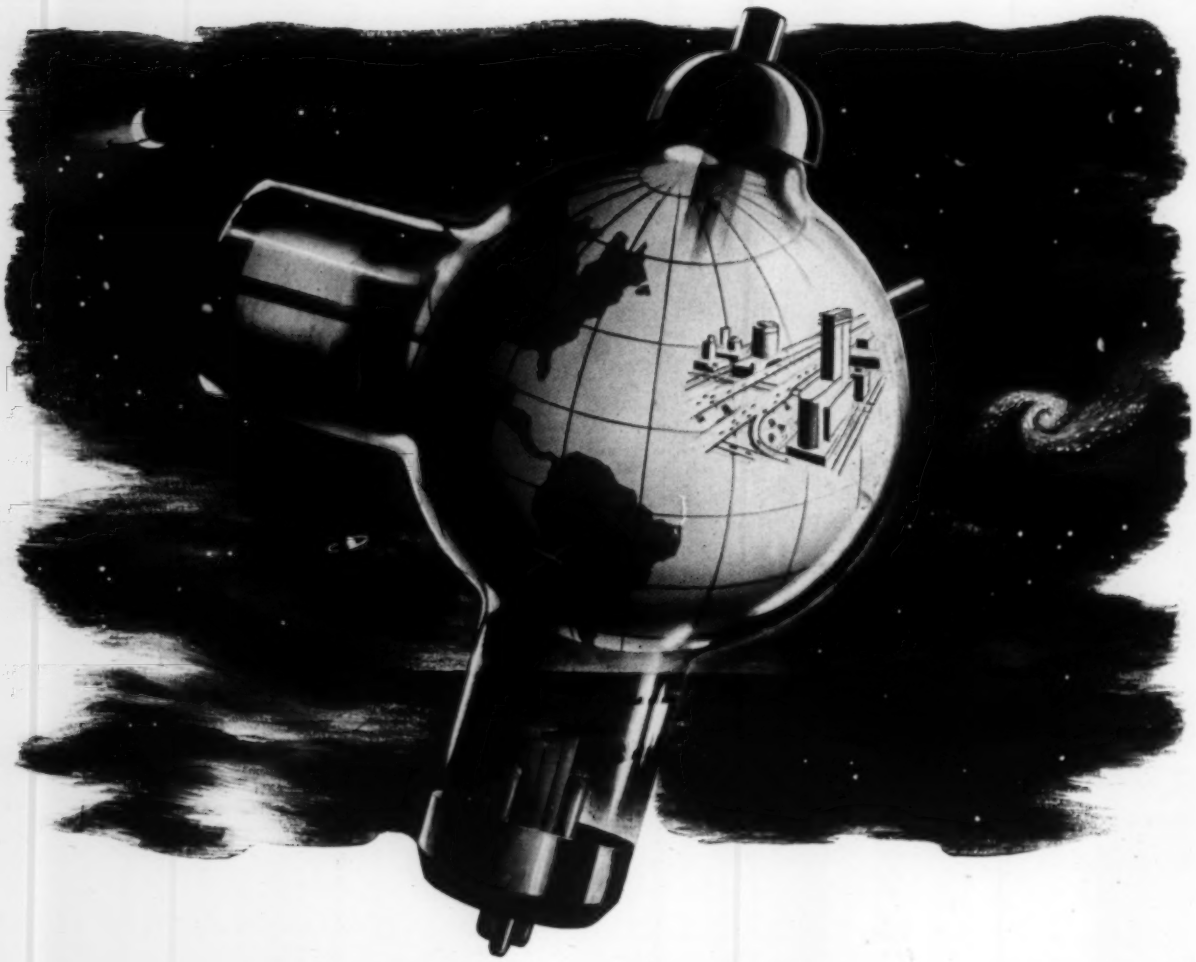

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